Employee-to-Employee Referral Program Template

Encourage employees to refer candidates for open positions

1: Overview

Define when you want your program to launch

Briefly outline all the elements you'll need in place prior to launch day

2: Goals for your program

What positions are you looking to fill? In what departments?

What qualifications do candidates need to be eligible for the positions?

3: Tracking and software

How will you track the referrals employees make?

Will you use employee referral software for tracking? Which software?

4: Rewards

When do employees become eligible for rewards? (When the candidate is accepted for a job, or after a candidate is accepted and remains in the position for a set period of time?)

Will you offer tiered rewards (smaller rewards after a referred candidate submits an application and/or gets accepted for an interview, then a bigger reward if a candidate gets the position?)

What rewards will you give out to motivate employees?

Will you gamify your program, with extra rewards for the top referrers of the year?

5: Terms and eligibility

What employees can submit referrals and be eligible for rewards?

What types of candidates must be referred for an employee to earn a reward?

What makes the ideal employee (what qualities and skills should a referred candidate have)?

Who gets the reward if a candidate gets referred by multiple employees?

6: How the referral process works

How do employees submit referrals (i.e., through a form or portal)?

What information about the referred candidates should employees submit?

What ways are available for employees to send referrals (i.e., email, social media messaging)

Can employees write their own message to the candidate? Or will you provide a template?

7: Program promotion

How will you let employees know about the program (i.e. email, in-person meetings)

8: How to brief employees about the program

Cover what makes an ideal employee and what types of individuals should not be referred

Clarify all points of open job descriptions

Educate employees on how to avoid referral bias

Train employees on how to use the referral program and track the status of their referrals

9: How you'll communicate with employees

How will you inform employees of the status of their referrals?

How will you give feedback on the strengths and weaknesses of their referrals?

How will you check in with employees about program updates?

How can employees reach you with questions about the program?