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?