Employee referral request email

Send a targeted request within a day or two of opening a role, before or alongside the external posting. Send program announcements at launch and again whenever the bonus or rules change, and keep general reminders to about once a month.

SPECIFIC ROLE REQUEST

Subject: Know a great [Job Title]? We're hiring

Hi team,

We're hiring a [Job Title] for [Team Name], and the best people we've hired lately came from your recommendations.

Who we're looking for:
- [Must-have 1, e.g. 2+ years managing a frontline team of 10 or more]
- [Must-have 2, e.g. comfortable with weekend shifts]
- [Nice-to-have]

Think about former coworkers, people you've managed, or someone who impressed you at another company.

To refer someone, use [Referral Link]. It takes about a minute: their name, contact details and one line on why you'd recommend them. We'll contact them within [Number] business days and keep you posted.

If we hire your referral, you'll receive a $[Bonus Amount] bonus after they complete [Number] days.

Full job description: [Job Link]

Thanks,

[Your Name]
[Title]

PROGRAM ANNOUNCEMENT

Subject: New: earn $[Bonus Amount] for helping us hire

Hi everyone,

Starting [Launch Date], we're launching an updated employee referral program. Here's how it works:

1. See open roles at [Jobs Link].
2. Submit your referral at [Referral Link] before they apply.
3. If we hire them and they stay [Number] days, you get $[Bonus Amount] [for hourly roles] and $[Bonus Amount] [for salaried roles].

A few rules: [e.g. managers can't receive bonuses for referrals into their own team; recruiters and HR aren't eligible]. Full details are in the [Referral Policy Link].

Every referral gets a reply from our recruiting team, whether or not the person is hired.

Questions? Reply to this email or contact [Recruiter Name].

[Your Name]
[Title]

HIGH-VOLUME BONUS PUSH

Subject: Double referral bonus through [End Date]: [Job Title] roles

Hi [Site Name] team,

We need [Number] more [Job Title]s for the class starting [Class Start Date], and you know who'd do well here better than any job board.

Until [End Date], referral bonuses for these roles are $[Bonus Amount] instead of $[Usual Amount], paid after your referral completes [Number] days.

Shifts: [Shift Details]. Pay: $[Pay Rate] per hour.

Text REFER to [Phone Number] or use [Referral Link]. Your friend gets an interview within [Number] days.

Thanks for helping build the team.

[Your Name]
[Title], [Site Name]

PERSONAL ASK TO A MANAGER

Subject: Quick favor: anyone in your network for [Job Title]?

Hi [First Name],

I'm working on the [Job Title] search for [Department]. Given your time at [Previous Company Type, e.g. regional banks], I suspect you know a few people who'd be right for it.

The short version: [two-line summary of role and what matters most].

Could you spend five minutes looking through your LinkedIn connections and send me two or three names? A quick intro email works too, and I'll take it from there.

Thanks,

[Your Name]
[Title]

SUBJECT LINE IDEAS

- Know a great [Job Title]? We're hiring
- Who's the best [Job Title] you've worked with?
- Earn $[Bonus Amount] for referring a friend
- Double referral bonus through [End Date]
- We're hiring [Number] [Job Title]s: send us your people
- Quick favor: anyone in your network for [Job Title]?
- Our referral program is changing on [Launch Date]
- Your referrals are our best hires

SMS / WHATSAPP VERSION

Hi [First Name], [Company] is hiring [Number] [Job Title]s for the [Class Start Date] class at $[Pay Rate]/hr. Refer a friend through [Referral Link] and earn $[Bonus Amount] after they complete [Number] days. Questions? Text [Recruiter Name] at [Phone Number].

Placeholders to replace: [First Name], [Job Title], [Team Name], [Department], [Site Name], [Referral Link], [Jobs Link], [Job Link], [Referral Policy Link], [Bonus Amount], [Usual Amount], [Number], [Launch Date], [End Date], [Class Start Date], [Shift Details], [Pay Rate], [Phone Number], [Recruiter Name], [Your Name], [Title]