Offer reminder email

Send the first reminder about halfway to the offer deadline, or 24 hours after sending if the candidate has not opened the offer. Send a final reminder the morning of the deadline day.

FRIENDLY FIRST NUDGE

Subject: Checking in on your [Job Title] offer

Hi [First Name],

I wanted to check in on the offer we sent on [Offer Sent Date] for the [Job Title] role. Have you had a chance to look it over?

If you have questions about pay, benefits, the schedule or anything else in the letter, I'm glad to talk them through. Sometimes it helps to hear it from [Manager Name] directly, and I can set that up this week.

Your offer is here whenever you're ready: [Offer Link]. The deadline is [Offer Deadline].

Thanks,

[Your Name]
[Title], [Company]
[Phone Number]

FINAL REMINDER BEFORE EXPIRY

Subject: Your [Job Title] offer expires [Offer Deadline]

Hi [First Name],

A quick reminder that your offer for [Job Title] is open until [Offer Deadline]. After that, we'll need to move forward with other candidates for the [Start Date] start.

If you'd like to accept, you can sign here in a couple of minutes: [Offer Link].

If something is holding you back, or you need a few more days, just tell me. I'd much rather hear about it today than have the offer lapse without a conversation.

Best,

[Your Name]
[Title], [Company]

HOURLY / HIGH-VOLUME HIRE

Subject: [First Name], your spot in the [Class Start Date] class is waiting

Hi [First Name],

We're holding a seat for you in our [Class Start Date] training class for [Job Title] at [Location]. To keep it, please sign your offer by [Offer Deadline]:

[Offer Link]

Pay: [Pay Rate] per hour
Schedule: [Shift Days and Times]

Need help signing or have a question about the schedule? Reply here or text [Text Number].

[Your Name]
[Company] Recruiting Team

CANDIDATE HAS GONE QUIET

Subject: Still interested in the [Job Title] role?

Hi [First Name],

I haven't heard back since we sent your offer, so I wanted to reach out once more before the deadline on [Offer Deadline].

No pressure either way. If the timing is wrong, you've had another offer, or something in our offer isn't working for you, a one-line reply is completely fine and helps me plan. If you're still interested, I'm around today and tomorrow to talk: [Scheduling Link].

Thanks,

[Your Name]
[Title], [Company]

SUBJECT LINE IDEAS

- Checking in on your [Job Title] offer
- Your offer expires [Offer Deadline]
- Any questions about your offer?
- Quick reminder: your offer letter is ready to sign
- [First Name], we're holding your spot
- Still interested in the [Job Title] role?
- One step left to join [Company]

SMS / WHATSAPP VERSION

Hi [First Name], it's [Your Name] at [Company]. Just a reminder your [Job Title] offer is ready to sign and open until [Offer Deadline]: [Offer Link]. Questions or need more time? Reply here. Reply STOP to opt out.

Placeholders to replace: [First Name], [Job Title], [Company], [Manager Name], [Offer Sent Date], [Offer Link], [Offer Deadline], [Start Date], [Class Start Date], [Location], [Pay Rate], [Shift Days and Times], [Scheduling Link], [Text Number], [Your Name], [Title], [Phone Number]