Referred candidate outreach email

Within one business day of receiving the referral, while the referrer's conversation with the candidate is still fresh. Tell the referrer you've reached out so they can nudge the candidate if needed.

STANDARD REFERRAL OUTREACH

Subject: [Referrer Name] suggested I reach out

Hi [First Name],

[Referrer Name] on our [Team] team passed along your name and said you'd be a great fit for a [Job Title] role we're hiring for. [He / She / They] mentioned your work on [specific thing the referrer shared].

The short version: [one sentence on the role, e.g. you'd lead a team of 12 agents on our healthcare support line]. It's [location / remote / hybrid], and the pay range is [Pay Range].

Would you be open to a 15-minute call this week? Here's my calendar: [Scheduling Link]. If now isn't a good time, just let me know and I'll keep you in mind.

[Your Name]
[Title], [Company]

PASSIVE CANDIDATE, NOT ACTIVELY LOOKING

Subject: A note via [Referrer Name]

Hi [First Name],

[Referrer Name] and I were talking about who the best [skill / function] people [he / she / they] has worked with, and your name came up first.

I'm not assuming you're looking. We're building out [team or project] and I'd value 15 minutes to tell you what we're doing and hear what would make a move worth considering for you, now or later.

Would [Day] or [Day] work for a quick call?

[Your Name]
[Title], [Company]

HOURLY OR HIGH-VOLUME ROLE

Subject: [Referrer First Name] referred you for [Job Title]

Hi [First Name],

[Referrer Name] referred you for a [Job Title] position at our [Location] site. It pays $[Hourly Rate] an hour, [shift details], and the next training class starts [Class Start Date].

Applying takes about 10 minutes: [Application Link]. Mention [Referrer First Name] when you apply so we can link your application.

Questions? Reply here or text me at [Phone Number].

[Your Name]
[Company] Recruiting

SUBJECT LINE IDEAS

- [Referrer Name] suggested I reach out
- A note via [Referrer Name]
- [Referrer First Name] referred you for [Job Title]
- [Referrer Name] thinks you'd be great for this role
- Introduction from [Referrer Name] at [Company]
- Quick chat about [Job Title]? ([Referrer Name] sent me)
- Following up on [Referrer Name]'s referral

SMS / WHATSAPP VERSION

Hi [First Name], this is [Your Name], a recruiter at [Company]. [Referrer Name] referred you for our [Job Title] role ($[Hourly Rate]/hr, [Location]). Interested? Apply here: [Application Link] or reply and I'll call you.

Placeholders to replace: [First Name], [Referrer Name], [Referrer First Name], [Team], [Job Title], [Pay Range], [Hourly Rate], [Location], [Class Start Date], [Scheduling Link], [Application Link], [Phone Number], [Your Name], [Title], [Company]