StaffingReferrals

Staffing Agency Guide

Referral Program Best Practices & Benchmarks

Learn How to Create and Manage a
Referral Program That Delivers Results

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STAFFING REFERRALS

Executive Summary

If you've ever applied to a job or hired an employee, you know what a difference a recommendation can make, especially if it's from someone in the company's network. Candidates who come from referrals are more likely to be a better fit for the job.

More and more companies are creating referral programs to capture these high-quality applicants for their open positions. But it's not enough just to have a referral program — a lot of thought and planning goes into developing a program that continually delivers exceptional candidates. And without a way to digitally track referrals, you're counting on manual processes to make sure no one falls through the cracks and bonuses don't go unpaid. That's why it's essential to incorporate automation into the referral process, too.

At Staffing Referrals, we've worked with partners in a variety of industries — from healthcare to industrial to IT — to help them get more quality referrals faster through our automated referral management (ARM) platform. Along the way, we've discovered a number of best practices that set referral programs up for success and set them apart from the competition.

Whether you're just getting started with referrals or are looking for ways to strengthen your existing program, we've put together this ebook as a guide for generating more high-quality referrals faster.

Why Referrals Matter

If you're reading this, you probably already know the value of referrals for your staffing agency. Referrals drive profits — they deliver superior talent to your customers at a lower cost.

There's plenty of evidence that referrals are the top source for quality candidates:

- According to the results of a survey from Herefish, referrals are the ideal top source of new hires.
- Avionte emphasizes that candidate referrals speed up time to hire.
- Barnard College of Columbia University researchers found that referrals yield 70% more good hires than non-referrals.
- Aside from internal hires, referrals are the top source of high-quality candidates.

So, let's dig into how sourcing more referral candidates can help you remain competitive and focused on candidate experience, all while scaling faster.

Referrals help you win the war for talent and differentiate your brand

If you're paying the same job board for the same resumes as your peers, you might be delivering an undifferentiated product to your clients.

One of the best things about referrals is that they're uniquely connected to your firm. When you focus on referrals, you'll find talent that your competitors can't. You'll find candidates who aren't applying for jobs. You'll access passive talent before they hit the job boards. And you'll get better quality hires for your clients.

You can lower acquisition costs by reducing spend on job boards

Not only will referrals help you stand out from the crowd, but they can also lower your acquisition costs. Instead of paying job boards, you can pay your current talent pool to refer people on your behalf. By rewarding candidates you already work with, you build trust and increase retention with the people who love you most.

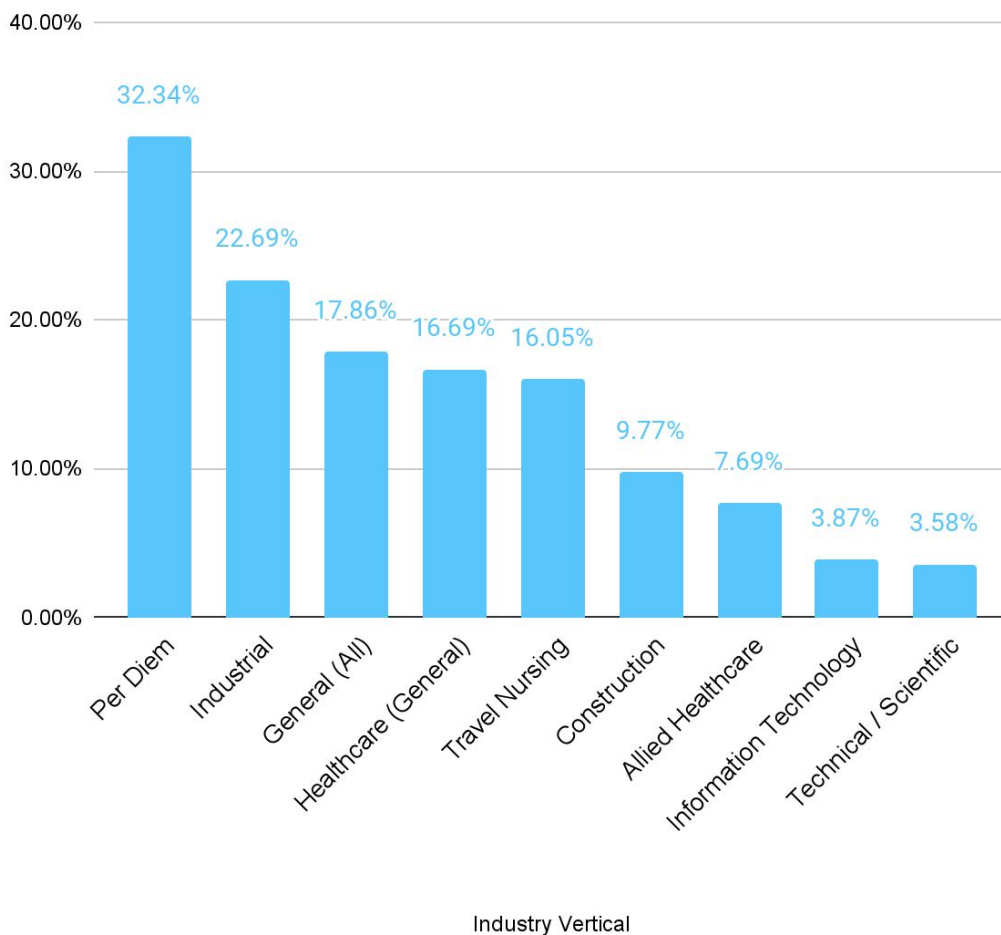## You'll place talent faster (and smarter)

Referred employees take an average of 29 days to hire, much faster than candidates from job boards and career sites (39 to 45 days). Think about the impact this could have on your business!

In today's market — with demanding clients, tight timelines, and talent that disappears in a flash — reducing your time to hire could be the difference between thriving and just surviving.

Compared to job board applicants, referral candidates are 13x more likely to get placed on assignment.

Average Placement Rate for Referral Leads by Vertical

Industry Vertical	Placement Rate
Per Diem	32.34%
Industrial	22.69%
General (All)	17.86%
Healthcare (General)	16.69%
Travel Nursing	16.05%
Construction	9.77%
Allied Healthcare	7.69%
Information Technology	3.87%
Technical / Scientific	3.58%

Industry Vertical

You'll find (and retain) higher-quality hires

Referred candidates don't have to wait for an interview to know whether a job is a good fit. They have a connection to the company (the referrer) who has already identified them as a match and can provide information that goes well beyond what they can find on a job posting or website, so they rise to the top of a sea of candidates and are more likely to receive and accept a job offer.

With referrals, you can forget the time-consuming cold calls, emails, and texts. Even if you manage to get meaningful responses from cold outreach, the odds of finding qualified, suitable talent this way are very low. Referrals help match top candidates to your open positions so your recruiters don't have to hunt for them.

And because referral candidates are typically a better fit for the job, they tend to stick around longer — [70% longer than non-referral hires](#).

"A lot of thought and planning goes into developing a program that continually delivers exceptional candidates."

You'll improve the candidate experience and establish trust

Candidate experience is now the hallmark of the staffing industry. And, let's face it, in the past, staffing firms dropped the ball with establishing trust with their candidates.

With a strong referral program, you can show your talent that your firm is a step above the rest — that you keep them and their happiness at the center of all you do.

Here's what referral programs prove to candidates:

- You value their input.
- You stay true to your word by rewarding them with bonuses for helping you get new hires.
- You build deeper relationships with candidates by partnering with (and impressing!) people from their network.

"

Referrals are a critical source of talent for our business.

Referrals typically stay on an assignment nearly twice as long as candidates from other sources.

"

Stephen Koch

Director of Recruiting

Hire Dynamics
OPPORTUNITIES. FULFILLED.

Why Use Automated Referral Management (ARM)

Transform your network into recruiters

Suppose you were asked if you knew any travel nurses looking for a position right now. You'd likely come up with one to three names at best. That's because you're limited by what we call the **mental rolodex**. Your mental rolodex likely misses tons of qualified candidates in your network simply because it's impossible to know off the top of your head everyone who's looking for a job right now. This is how outdated referral programs work. They may source some talent, but they leave money on the table because they curtail your reach.

That's the power of automated referral programs — they turn every contact in your database, every person your team contacts, into a potential brand ambassador.

Now imagine that you put a post out on Facebook and LinkedIn for a travel nurse looking for a position. You'd instantly reach friends and friends of friends, coworkers you hadn't thought of in years, even acquaintances whose career paths you might not know that much about. You'd generate a far more substantial list of qualified candidates for your travel nursing position.

When your audience becomes brand ambassadors, they recruit from their network for you. You essentially turn your contractors into a recruiting workforce. They give you access to their past coworkers, their talented acquaintances from high school, and the friend of a friend with just the skills you're looking for.

Track your referral leads automatically

Do you trust your recruiters to input data accurately into your applicant tracking system (ATS)? The answer probably isn't a resounding *yes*, especially if your team is working from a spreadsheet of candidates they've spoken to about referrals or making notes about referral requests in your ATS.

The problem with these common methods of referral tracking is that they rely on your recruiters' memories and on manual processing, leading to issues such as:

- Missed referrals, leaving talent (and revenue) on the table
- Less reliable data, which can lead to poor decision-making and misallocation of sourcing resources
- Unpaid brand ambassadors who will not only stop referring friends but might become detractors for your brand

Here's how an automated referral platform solves these problems:

- Automated tracking gives you insight into who has heard about your referral program, who has shown interest, and who has recommended talent to your agency.
- Your team will never have to hunt down conversations, comb through texts, or compile notes from your ATS to solve a referral dispute.
- You'll know which recruiters source referrals most efficiently. You can use this information to improve messaging, refine outreach tactics, and incentivize success.
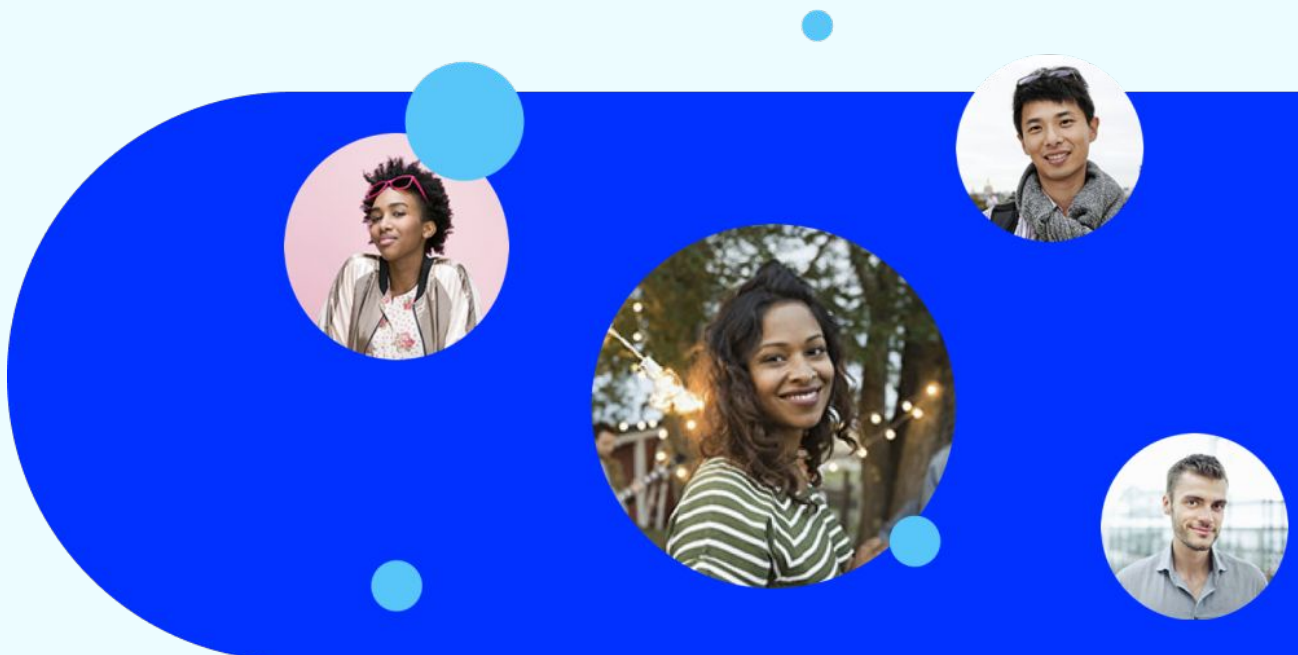
Consistent promotion across all recruiters

Once you have a clear picture of what referral tactics work best for your audience, you can easily standardize promotion, messaging, and process among all your recruiters with an automated referral management (ARM) platform.

This means your recruiters will no longer have to reinvent the wheel. Using templated messages and consistent promotions across all channels — from your website to your social media accounts — ensures that every candidate gets a consistent experience with your brand and receives the same information and incentive opportunities.

So, how do you make sure your team is doing all they can to generate referrals?

We've built out a list of best practices you can start implementing today.

"We're amazed at how quickly we achieved an ROI by simply implementing an automated referral management (ARM) platform. Since launching, we've found and placed talent that we would never have found without a system in place.

Toby Boeckman

Director of Recruiting

HEITMEYER
CONSULTING

Referral Program Best Practices

01 Know your audience

Before starting a referral program, do your homework. Think about the messaging, benefits, and values that your candidates respond to and use that to inform your referral program:

- **Do your candidates gravitate towards short assignments?** Be mindful of how steep your pre–bonus work requirement is. If you require six months of work before anyone gets a bonus, it might be a barrier to getting more referrals.
- **Do your candidates prioritize pay above all?** If so, referral bonuses that are too low might send your audience walking.
- **Do you work with candidates in multiple verticals?** Consider job–specific referral programs that cater to the needs of different audiences. Travel nurses may respond to different messaging than light industrial workers.
- **What is your expected margin on contracts for each position?** You may want to adjust referral bonuses based on your expected ROI.

02 Investigate your competition

Examine your competitors' referral programs, bonus rates, and even the language they use to engage their network.

Imagine that someone has a great relationship with their previous recruiter and works both for your company and for a competitor — how do you make sure they send their friends and colleagues to you? Try the following:

- Use your most successful competitors' referral setup to inform your program structure.
- Examine the language your peers use to describe their referral program and think about how to improve your messaging.
- Match or beat your competitors' incentives.
- Identify reasons beyond the bonus that people might refer candidates to your company (your great recruiters, higher salaries, transparent pay packages, unique benefits package, quick response rates, unwavering support, etc.).

03 Start with measurable goals

Now that you've researched your audience and the competition, it's time to decide what you want your new referral program to accomplish. Think about where your current methods fall short and what improvements a solid referral program could bring to the game.

Here are a few examples of measurable goals if you're just starting out:

- Bring in an additional X qualified candidates a month
- Increase program participation by X%
- Reduce turnover rates by X% / improve retention rates by X%
- Cut down the time from job posting to onboarding by X days

04 Get buy-in from your recruiters

Your recruiters will make or break your referral program. If candidates don't like working with your recruiters, it's unlikely that they'll refer their friends to your agency.

Here's how to give your team the tools they need to make the most of their existing candidate pool, so you can generate more leads and grow your business faster.

- **Train your recruiters on the importance of referrals.** By making referral generation strategies part of your recruiters' training, you'll prime them to seize opportunities to make more connections. Consider sharing the best practices we've compiled here.

- **Make sure your recruiters are kind to every applicant regardless of qualifications or fit.** Some of the most successful referrals come from people who didn't take the job. Make sure your recruiters treat each candidate with respect so that your applicants will feel compelled to introduce their friends to your firm.

- **Review referral progress with your recruiters each week.** This gives your recruiters the opportunity to share knowledge, address referral generation problems, and discuss what tactics have been most successful.

- **Set specific referral goals for every recruiter.** Talking about generating referrals is a good start. But to drive positive change, hold recruiters accountable to specific referral goals. Consider gamifying these goals and incentivizing success — you can offer bonuses and prizes to the recruiters who meet and exceed their referral goals.

05 **Make sharing easy for your brand ambassadors**

Equip your brand ambassadors with the information they need to effortlessly reach out to their community:

- Describe your referral process clearly and succinctly for your brand ambassadors.
- Provide them with a unique link to your referral program so they can easily promote it.
- Create easy-to-personalize email, text, and social templates for them.
- Make sure your team is always available to field any questions about the program.
- Provide dashboards so that your brand ambassadors can easily track their progress.

06 Use dual-sided referral programs to increase leads

If you're only rewarding your brand ambassadors and not the applicants, the people they approach for referrals may be suspicious. Are the brand ambassadors just out for a bonus, or do they really believe in the company they're promoting?

Consider dual-sided referral programs to create win-win scenarios for your talent and their friends. This is the type of referral program popularized by Uber and Airbnb — a happy customer tells all their friends about their excellent experience with a company, their friends become the company's newest customers, and everyone gets a little reward to celebrate.

It's a win-win-win situation — for the company, for the brand ambassador, and for the friends. Dual-side programs:

- Boost the trustworthiness of the brand ambassadors
- Strengthen both the established and the new candidates' relationship with your firm
- Encourage candidates to give referrals, too — instead of feeling opportunistic, they're more likely to feel like they're giving their friends a gift

You might also consider implementing a **tiered referral program**. These types of programs typically distribute bonuses in increments as candidates progress through the recruitment and hiring process — from interview, to onboarding, to longevity with the company.

07 Choose the right rewards

Ultimately, the type and size of your rewards will depend on your average margin on the placement and what your program participants prefer. We suggest always making sure that your referrals are profitable for you and align with your strategic business goals. You should be excited every time you get to pay a referral bonus because it should be saving you money compared to other sourcing strategies.

Cash bonuses are the simplest, most common options, but you might find that other types of rewards work better depending on the situation. Here are a few other ways to reward referrals:

- Gift cards
- Discounts
- Extra employee benefits, paid time off, etc.
- Raffles and prizes
- Travel rewards
- Charitable donations
- Public recognition

Of course, the value of the rewards matters, too — you don't want to offer rewards that are too small or your audience will lose interest.

08 Include your referral program details on your website

Leading staffing firms almost always list the details of their referral program on their website because they understand the value of referrals as a lead source. By creating content that explains your referral program, you'll get more placements for your business.

One simple and fast way to do this is to partner with a referral software company (like Staffing Referrals 😉). Then get your program details on your site so visitors can start learning, sharing, and referring.

"Our referral program has taken off since we started automating the promotion of the program. If you're not automating the referral management process, you're missing candidates.

Bridget Millard

Director of Operations

CrossMed

09 Promote your referral program across communication channels

Every channel of communication that your team uses to connect with candidates can fuel your referral program:

- **Use email signatures to get more referrals.** By adding a referral program link to your team's email signatures, every single email becomes a potential sourcing tool.
- **Add referral language into your call scripts.** Have them ask the simple question, "Have you seen our new referral program?" rather than put someone on the spot to come up with specific names for referrals.
- **Text candidates to ask for referrals.** Encourage your recruiters to ask for referrals over text using message templates.
- **Promote your referral program on social media.** You can make social networks even more valuable by continually posting about your referral program, especially on LinkedIn and Facebook.
- **Add referral links into your onboarding emails.** This ensures every candidate gets the opportunity to refer their friends to your agency.
- **Ask for referrals after you get a positive review.** With tools like [Great Recruiters](#), you can turn your reviews into referrals and scale even faster.
- **Invite everyone you interview into your referral program.** Recruiters frequently share their referral program benefits with candidates who don't take the job. This can be a great way to keep those candidates engaged and turn them into brand ambassadors.

10 Be transparent with your brand ambassadors

Just as you cultivate candidates throughout the placement process, you want to keep your brand ambassadors consistently informed of where their referrals are in the hiring process and how they might generate more leads (and more rewards).

Let your brand ambassadors track their progress. With a brand ambassador dashboard, the people generating referrals for you will have constant, real-time insight into the state of their referrals. They can:

- Track their friends' progress from referred to hired
- See when they can expect to get bonuses
- Gain insight into referral applicants who haven't been placed
- Identify and share ineligible referral applicants directly to avoid frustration
- Nudge and nurture their own referrals, encouraging them to move forward

You don't want those dashboards to be your brand ambassadors' *only* source of information, though. Establish a regular rhythm with your team for referral outreach and updates. By providing information through multiple channels — including dashboards, emails, text messages, and even an occasional phone call — you ensure that your brand ambassadors remain engaged and proactive in generating candidates.

For tips on outreach messaging, check out our Referral Marketing Email and Text Templates in the next section.

11 Invite past candidates to join your referral program

Use your referral program as an opportunity to stay in touch with your broader network, including past candidates. Reviving old connections and bringing them more actively in contact with your company through your referral program increases the chances that an inactive candidate will take on a job for themselves. It will also help keep your company top of mind, making them more likely to think of you the next time a staffing need arises.

12 Allow anyone to benefit from referring friends

It's not just current contractors or people on assignment who have good insight into potential leads. One of your recruiters' friends may know an ideal software engineer. Someone who saw an ad for your referral program might have an entire family of nurses to recommend to you. Don't limit your reach — open your referral program to anyone who can provide you with leads on top talent.

13 Automate your referral program outreach

Make your recruiters more effective and more productive. When you use an automated referral management (ARM) platform like Staffing Referrals, you instantly increase outreach and save your recruiters time. It allows your team to set it up and let it run, generating more connections without generating more work.

Here's a taste of what you can do with ARM:

- **Send email sequences** that nurture brand ambassadors throughout the entire referral process, giving them the incentive, motivation, and information they need to keep your company top of mind.
- **Deliver text sequences** that can draw in passive ambassadors, gauge candidate interest in reaching out to their friends and acquaintances, and keep your team available to answer quick questions that might otherwise delay the referral process.
- **Schedule social posts** in advance so recruiters can constantly generate interest in the referral program without thinking about it.

14 Integrate your referral program with your ATS

A successful referral program has a lot of moving pieces. Each recruiter has their own network they're working to grow. Each brand ambassador has their friends, family, acquaintances, and social networks. And each new candidate requires nurturing, onboarding, and education about your referral program.

Even with a well-organized program, it's easy for some referrals to fall through the cracks. And lost referrals are lost money.

Integrating your referral program with your ATS helps mitigate some of these losses. The more you can automate the integration — from your recruiters' email accounts, text messaging accounts, social feeds, and phone touches — the more successful your referral program will be.

15 Track the ROI of your referral program

When it comes to assessing the ROI of various sourcing streams, many staffing firms fall into the trap of believing how things *seem*. They may know they're getting tons of leads from Facebook or that their new web application is blowing up. But when it comes to nailing down the source of the candidates signing those contracts, things can get a little murky.

To understand how your referral program is performing, be sure to track the ROI closely:

- Track each referral from the time a brand ambassador puts them in touch with your company to when they sign a contract.
- Monitor how many placements you get from referrals compared to other sources.
- Compare the cost-per-placement between referrals and traditional job boards.
- Check the retention and quality of the hires from referrals compared to other sources.
- Look at how viral your referral program is (or how many referred candidates refer additional candidates).

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From a pure ROI standpoint, we've generated a 40:1 ratio after the first year with Staffing Referrals.

"

Jim Yoshimura

Vice President of Operations

A^CS®

SOLUTIONS

16 Gather feedback

Remember those goals you set at the start of your program? Now it's time to gauge your success and look for ways to improve.

Be sure to ask for feedback and ideas from all program users — from your recruiters, brand ambassadors, candidates, etc. This will give you a look at the program from all angles to figure out what's working well and what you might change to deliver a better experience.

Referral Program Email and Text Templates

The following is a brief email and text sequence that your recruiters can send to your existing candidate pool and larger network, inviting them to become brand ambassadors with your company.

Encourage recruiters to personalize these templates to make them a fit for each contact and the recruiter's relationship to them.

Referral Program Invitation Email

New Message

To   Cc Bcc

Subj: Special invitation

Hi [Brand Ambassador First Name],

I'm excited to invite you to [Company Name]'s new referral program so that you can earn extra income.

If your friend meets the requirements and takes a position with us, they'll get a $500 bonus. You'll get a $500 referral bonus, too, for every person that joins us on your referral.

Sound pretty great?

(Click here to invite your friends)

I hope you're having a wonderful day!

Best,

[Recruiter First Name]
[Recruiter Signature]

Send

Referral Program Invitation Text

Hey [Brand Ambassador First Name], just checking to make sure you got my email about joining our referral program — it could help you earn a little extra while helping your friends out. Let me know if you'd like to chat about it – [Recruiter First Name]
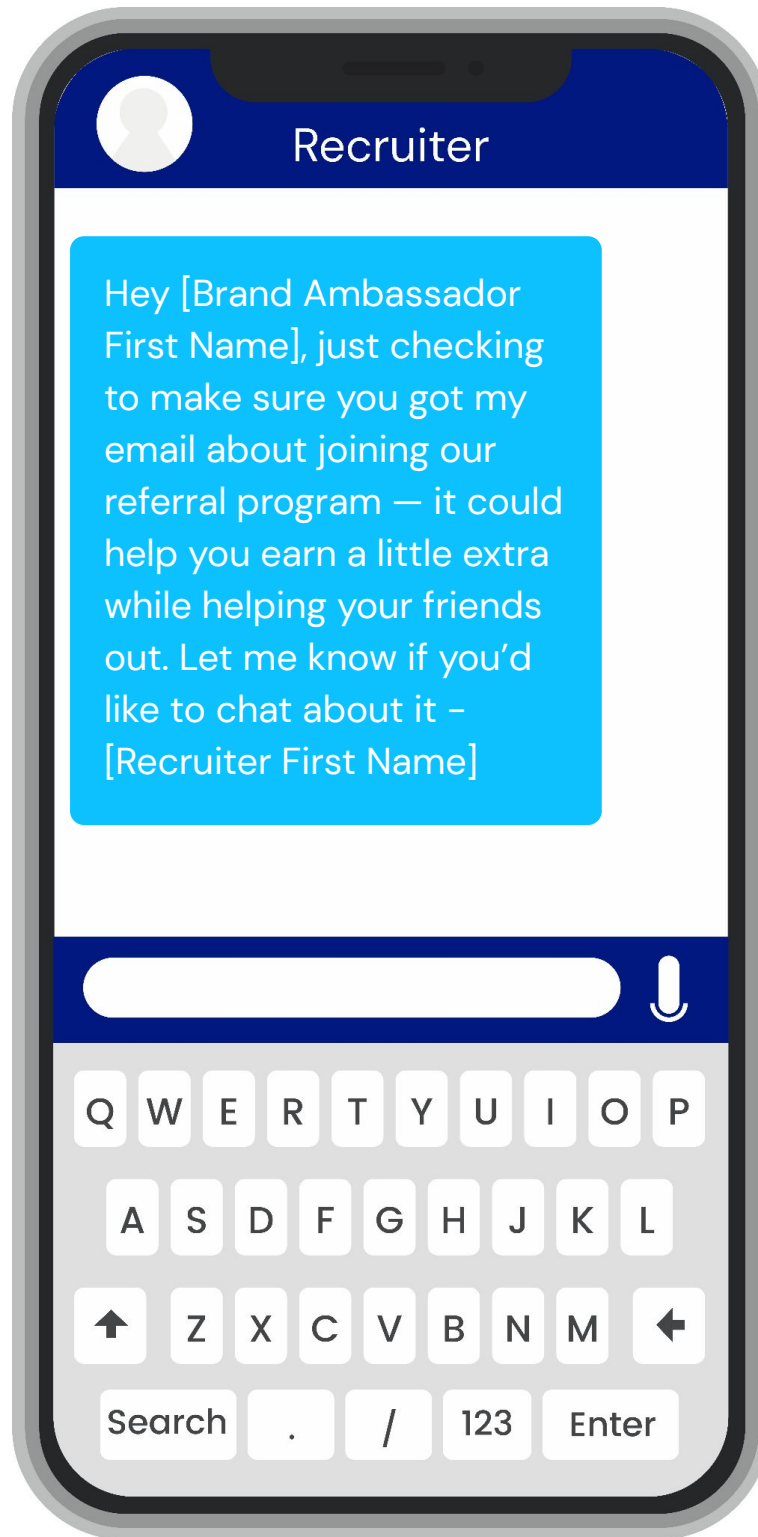
Sign up for Staffing Referrals to get our complete resource bank of dozens of referral templates.

STAFFING REFERRALS

"

If you're not automating your staffing agencies' processes, you're going to get left behind. At Marvel, our goal is to create the best possible candidate experience and to make things easy for our recruiters. Staffing Referrals has been instrumental in helping us on both fronts.

"

Josh McManus

Director of Marketing

MARVEL
MEDICAL STAFFING
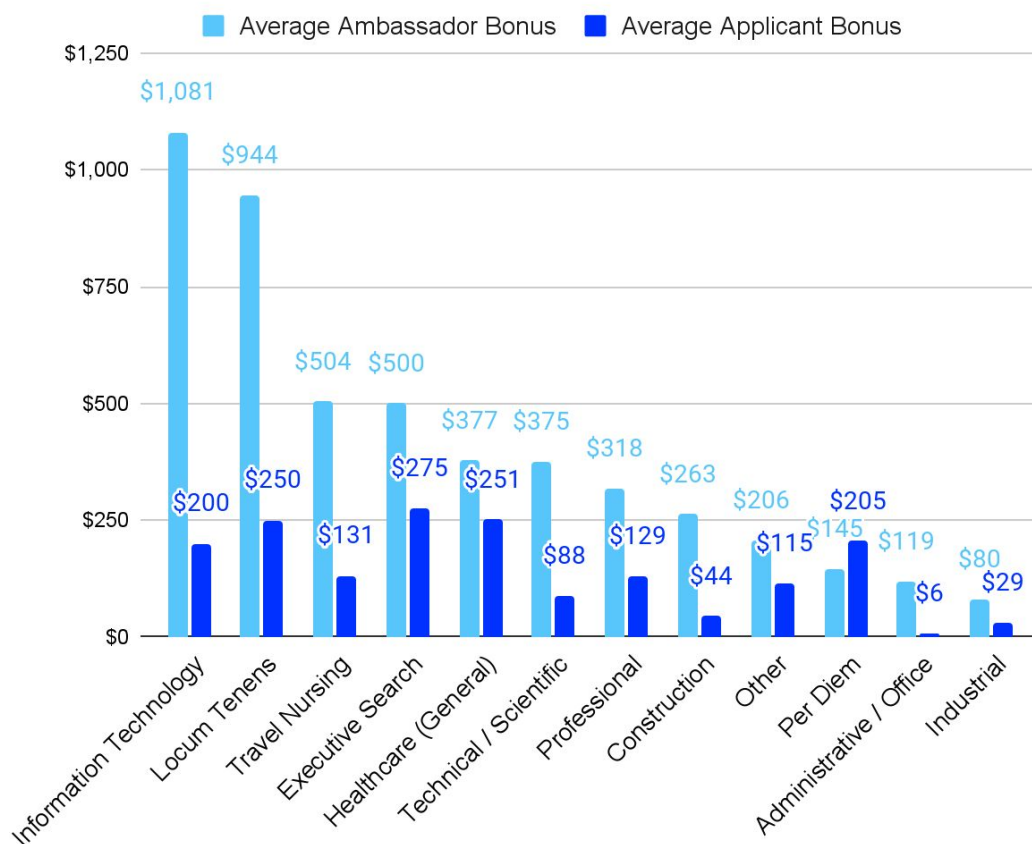
Referral Program Bonus Amounts by Vertical

Wondering how much to offer your applicants and ambassadors for referrals? Referral bonus amounts often depend on the industry and what type of position you're looking to fill. For example, if you're asking for healthcare candidates, you might offer a higher reward for referrals to positions for registered nurses and licensed practical nurses than you would for a certified nursing assistant.

Here's a look at bonus averages and ranges across various verticals.

On average, IT, locum tenens, and travel nursing referral programs are more likely to offer higher bonuses, while those in industrial, administrative, and construction generally offer lower bonuses.

Average Referral Program Bonus Payout Amounts for Staffing Agencies

Legend: ■ Average Ambassador Bonus   ■ Average Applicant Bonus

Industry Vertical	Average Ambassador Bonus	Average Applicant Bonus
Information Technology	$1,081	$200
Locum Tenens	$944	$250
Travel Nursing	$504	$131
Executive Search	$500	$275
Healthcare (General)	$377	$251
Technical / Scientific	$375	$88
Professional	$318	$129
Construction	$263	$44
Other	$206	$115
Per Diem	$145	$205
Administrative / Office	$119	$6
Industrial	$80	$29

Industry Vertical

Bonus Ranges by Vertical

Vertical	Applicant Bonus	Ambassador Bonus
Administrative / Office	Up to $25	$50 – $100
Construction	Up to $250	$150 – $500
Healthcare (General)	Up to $1,250	$50 – $2,000
Industrial	Up to $150	$25 – $500
Locum Tenens	Up to $500	$250 – $2,250
Per Diem	Up to $500	$200 – $2,250
Professional	Up to $250	$100 – $1,000
Sales	Up to $750	$500 – $1,000
Technical / Scientific	Up to $1,000	$25 – $3,000
Travel Nursing	Up to $500	$100 – $2,400

Referral Program Terms and Conditions

Terms and conditions for referral programs should detail any important requirements and restrictions for program participation, including:

- Who can submit referrals
- How to send referrals (e.g., form submission, through an online platform)
- Any restrictions on candidates referred (e.g., must not have applied to a company position within XX months)
- When and how payouts are awarded (e.g., when the referral is hired, after they've worked for XX hours)

Here are some examples from specific industries.

General / Other

- **Example 1:** We will pay out both ambassador and applicant rewards within 30 days of hiring the referred candidate, so long as their work is satisfactory. The referred person must not have applied to any of our company positions in the past six months. All employees, except those in senior management positions and hiring managers, are welcome to participate in the referral program. There are no limits on how many referrals employees can submit, but if more than one employee refers the same candidate, only the first will receive the bonus.

- **Example 2:** New placements must complete 100 hours and have a positive work performance. Our referral program is not applicable to active consultants or those currently on payroll, candidates who interviewed or submitted applications within the last six months, or client employees.

- **Example 3:** Refer a new candidate and receive $100 after they've worked 100 hours or 13 days in a direct-hire position. A new candidate is defined as an individual who's not currently in our company database. If a referral is submitted more than once, we will only honor the first referring party.

Administrative / Office

- **Example 1:** Bonuses are subject to approval after placement, a minimum term (160 hours worked), and/or assignment completion.

- **Example 2:** To qualify for a referral payout, your referred candidate must be successfully placed six months after being introduced to the company. Payouts will be processed once your referral completes 480 hours of work on a single contract assignment or are placed in a direct-hire/permanent position. You cannot refer yourself.

- **Example 3:** Referral bonuses are paid out within 30 days of qualification. You can only be paid one referral bonus per person you refer, but you may refer as many people as you'd like. Your referral must be someone who is not currently in our network. Our company reserves the right to refuse referrals based on prior history, program eligibility requirements, and applicability of referral's background.

Healthcare / Travel Nursing

- **Example 1:** Bonuses are subject to approval after placement, a minimum term (four months), and/or assignment completion.

- **Example 2:** The referred candidate must not have previously worked or have registered with any of our agencies and must complete 120 work hours. If a worker is referred by more than one source, the first referrer will be awarded the referral bonus. All referred candidates must be referred via our automated system to receive the bonus payout.

- **Example 3:** Bonuses are dependent upon the completion of a 13-week assignment. The referred candidate must not have been in contact with our agency within the last six months.

Industrial / Construction

- **Example 1:** Referral bonuses are subject to approval once the referee works their first shift.

- **Example 2:** Bonuses are subject to approval after placement, a minimum term (160 hours worked), and/or assignment completion.

- **Example 3:** All payments are subject to approval. Current staff and candidates in the onboarding process are not eligible to participate in the referral program. To receive bonus payouts, the referred candidate must meet all pre-employment criteria as required for employment, remain in good standing with the company, and complete 80 hours of work within 90 days from referral date. Referrer and referee agree and understand that the referral program may be discontinued at any time at the company's discretion.

Per Diem / Locum Tenens

- **Example 1:** Bonus amounts vary — $1,000 for each referred physician and $500 for each referred provider without a Doctor of Medicine degree. The person you refer will also receive $500. Bonuses will be awarded once the referred person completes 240 hours, which can be worked over multiple assignments, within 12 months of the referral date. Referral bonuses will not be paid if the referred person puts restrictions on where they can and cannot work. The person referred must not have worked at any of our facilities within the past 12 months. We will honor the first referring party when a person is referred more than once. We also reserve the right to end or change these terms and conditions at any time without notice.

- **Example 2:** Bonus payouts will be awarded after your referral works 200 hours within 90 days of the referral date. Referrers must be current employees of our company.

- **Example 3:** Within six months of your colleague's first workday, you'll earn $500 for every 10 shifts they work — for a total referral bonus potential of $2,500. Referrals must be submitted through our referral platform to qualify.

Technical, IT, & Scientific

- **Example 1:** Bonuses are subject to approval after placement. All candidates must complete 90 days of full-time employment (500 hours) and successfully successfully complete the probation period.

- **Example 2:** Referral payments are tiered — receive $500 upon hire, $250 after completion of three-month probationary period, and the final $250 after six months of employment. Referred candidates must not have worked for the company in the last 90 days. Senior staff and leadership teams are unable to participate in the referral program.

- **Example 3:** Bonus is subject to approval after placement, a minimum term (90 days), and/or assignment completion. Referred candidates cannot be active consultants or have interviewed with the company within the past six months. There are no restrictions on how many referrals ambassadors can make, nor caps on how many referral bonuses they can receive. Once the referral bonus terms have been met, payments will be processed on the last payroll of the month. Program participation is not restricted to active consultants and employees with the company, but those who are not already on company payroll will be required to complete a W9 for payment processing.

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Finding clinicians is harder than ever, and that's why it's critical to find ways to use your existing workforce to access qualified healthcare providers that you can't find on traditional job boards.

Staffing Referrals has directly impacted our ability to grow our agency.

"

Art Hoopes

President & CEO

Referral Program Checklist

Putting it all together, here's a checklist to make sure your referral program has all the essentials to set you and your team up for success.

Strategic Alignment

- ❏ Referral program is tied to measurable goals.
- ❏ Referral program is designed to deliver an ROI for your firm.
- ❏ Referral program is aligned with what your candidates want.
- ❏ Referral program messaging is aligned with your brand voice and mission.
- ❏ Your recruiters see the value of referrals and are dedicated to growing their referral placements.

Transparency

- ❏ Ambassadors can refer friends directly to specific recruiters.
- ❏ Ambassadors have a unique link they can share with their network.
- ❏ Ambassadors have a dedicated dashboard to track all of their referrals.

Incentives

- ❏ Referral incentive is attractive to candidates.
- ❏ Referral program is dual-sided, offering incentives to both brand ambassadors and referrals.
- ❏ Referral incentive beats or matches what your competitors are offering.
- ❏ Referral incentives are gamified to encourage increased participation from candidates.
- ❏ Referral process is gamified via brand ambassador dashboards to foster healthy competition.
- ❏ Number of hours/amount of work required before the applicant receives an incentive is reasonable.
- ❏ Referral terms and conditions are clear and easily understood by all parties.

Shareability

- ❏ Referral program is easily shared on Facebook, Twitter, and LinkedIn.
- ❏ Referral program is easily shared over email.
- ❏ Referral program is easily shared over text message.
- ❏ Jobs can be broadcast over social, email, and text, and referrals can easily apply to specific positions.

Standardization

- ❏ Referral invitations can be sent to targeted lists or to your entire database with the click of a button.
- ❏ The referral payment process is easily tracked so no one falls through the cracks.
- ❏ Email automation is used to promote the referral program without taxing recruiter resources.

Trackability

- ❏ Brand ambassadors have a unique link allowing them to promote and track their referral efforts.
- ❏ Recruiters get automated referral lead notifications to help them follow up with all referral leads.
- ❏ Managers and recruiters can easily track hours completed by referrals to help ensure bonuses are paid out in a timely manner.
- ❏ Managers have total transparency into the referral-recruiter relationship from start to finish.

Visibility

- ❏ Referral program is visible in the top-level navigation on your website.
- ❏ Ambassadors can easily sign up for your referral program through a form on your website.
- ❏ Individual recruiters are promoted on the website.

StaffingReferrals

Book a demo today to learn how you can **get up to 57% more referrals** from your current talent pool.

Schedule a demo now