**Email #1**

***Send 2 weeks prior to launch.***

Hello.

At [company name] we recognize that our employees are our greatest asset. We also recognize the key role that you can play in attracting new employees to join our company.

You’ve always had the ability to refer friends to work at [company name]. In two weeks, we are introducing a new platform called [insert platform name] that is going to simplify how you submit referrals and earn potential bonuses if your referral is hired. Using an app on your smartphone you’ll have the ability to make referrals, track the progress of your referrals, and check your eligibility for referral bonuses.

In the next week, keep your eyes open for further communication about this exciting new tool, instructions for how to download the app, and the ways that you can earn extra money/other incentives for referring your connections to work at [company name].

[Signature]

**Email #2**

***Send one week prior to launch***

Hello!

In just one week, [company name] will be launching [platform name], our new employee referral software where you can make, track, and earn bonuses for making employee referrals!

Not only will this app allow you to quickly refer people you know for roles at [company name] and earn potential bonuses for those referrals, but by using [platform name] you could qualify for other great incentives.

To help celebrate the launch of [platform name] we are offering anyone who logs in, and makes a referral, an entry to a raffle for [insert exciting raffle item here]. Not to mention, you may also qualify for a bonus if your referral is hired! Think hard about people you know that would be a great fit for a job at [company name].

Making a referral using [platform name] is as simple as finding a job that someone you know would be interested in, typing their name, email address or phone number, and hitting submit! The whole referral process takes less than a minute! You can also share referrals with your social network!

On [insert day of launch], we will send instructions on how to download the app, and how to get logged in! In the meantime, start thinking about the people you’d like to start referring to jobs!

[signature]

**Email #3**

***Send on day of launch***

Hello!

The big day is here! [Company Name] invites you to download [platform name] to get started making referrals and earning extra money/rewards!

To get started, you will need to download the [platform name] app from either the Apple App Store or Google Play Store. You can also access your account from a computer by navigating to [platform url].

Once you’ve downloaded the app, or gone to the website, follow these steps to sign-in for the first time:

[insert login scenario steps]

Once you’ve successfully logged into [platform name], you will be able to start making referrals. To make a referral, navigate to the “jobs” tab, select a job that you know a great candidate for, and tap “refer someone.” Simply enter their first and last name, and choose whether you’d like to email or text their referral to them. Enter their email address or phone number, and a message to them/our recruiters, and simply hit send! It’s really that easy!

Attached to this email you’ll also find simple instructions on how to navigate in [platform name].

Don’t forget that we are offering anyone who logs in, and makes a referral, an entry to a raffle for [insert exciting raffle item here]. Not to mention, you may also qualify for a bonus if your referral is hired!

We are so excited to meet the incredible candidates you’ll be referring to work at [company name]. If you have any questions, please reach out to [platform contact.]

[signature]