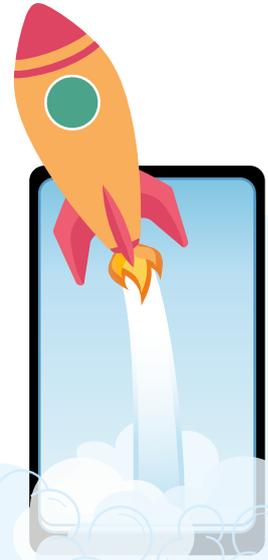


# Remote launch tips



## The most successful launches, from community-based workforces, have featured some or all of the tips below:

- A video message from an influential senior manager**  
Find our suggested video script in the [launch toolkit](#)
- A welcome bonus for downloading the app**  
Offer either: Care Friends bonus points for each person that downloads the app, or a prize draw to win Care Friends bonus points
- Choosing “Champions” (and incentivising them)**  
An ideal Champion for Care Friends would be someone who is engaging, enthusiastic, tech savvy, and able to encourage others to get excited and onboard with the app
- Details of points allocations for each stage**  
These can be found in your portal, just head to Settings > Referral points
- Celebrating successes**  
This could be anything from how many people have signed up to the number of points that have been earned and of course your first Care Friends hire!
- Templates and videos from our [launch toolkit](#)**  
We’ve created templates for SMS, WhatsApp, email and social media. All you need to do is copy and paste them into your comms channel – remember to add links to download and emojis!
- Invite all staff by SMS and email**  
Upload your staff names, emails and phone numbers to your Care Friends portal and send automated invites by email and SMS in just a couple of clicks
- Inviting new starters to join Care Friends when they accept a job offer**  
New starters bring a whole new pool of friends to refer, so signing them up to Care Friends at this stage, helps to keep them engaged during the referencing period
- Inviting new starters to join Care Friends during induction training**  
If they haven’t downloaded when they accepted your job offer, it’s important to get new starters to download the app during their induction training



For more launch tools and tricks, check out our [launch toolkit](#) here

To talk through your ideas, or you need more support, please contact us at: [support@carefriends.co.uk](mailto:support@carefriends.co.uk)