**A picture containing icon

Description automatically generated**

**Teaser email template**

**How to use this resource**

We’ve added a highlighted section which needs to be customised with your organisation’s details.

Once you’ve completed the highlighted section, copy the image and text into an email and **send 1 week before launch**

**Teaser email: Send 1 week before launch**

**Care Friends is coming…**

****

Hi everyone!

Do you know someone who would make a great addition to our team?

Well, we want to reward you for helping us find even more great people like you!

I am delighted to announce that on [insert date] we are launching **Care Friends**, **an employee referral app especially for care staff**.

By referring your friends and family, you will receive points on your app, and these points will be converted to cash!

**Watch this video to find out more and look out for more info coming soon!**

[Get to know Care Friends](https://vimeo.com/672022047)

**Launch day email template**

**How to use this resource**

Complete the highlighted sections below, then copy and paste the text into your email.

* [Click here](https://support.carefriends.co.uk/en/articles/4984945-changing-your-monthly-sharing-points-cap) to learn how to check how many points can be earned for sharing
* [Click here](https://support.carefriends.co.uk/en/articles/5029900-checking-your-points-settings-and-scheme-rules) to learn how to check your points settings

**Title: We need more amazing people like you!**

To keep providing great care for everyone that needs it, we need to find more amazing people like you.

Help us choose more caring staff to support the people who need us most and we’ll reward you with Care Friends points that you can exchange for cash – **each point equals £1!**

Get the Care Friends app and earn up to [delete as appropriate: 5 / 10] points per month by sharing jobs with your friends by text, Whatsapp or social media. Then earn points when you friends…

* Express interest in a role **[insert value] points**
* Have a successful interview **[insert value] points**
* Start work **[insert value] points**
* Stay for [delete as appropriate: 3 / 6 / 9 / 12] months **[insert value] points**
* Haven’t worked in a care role before **[insert value] points**

**Check out this 2 minute** [**video**](https://vimeo.com/672022047) **to find out more!**

Download the Care Friends app today for free by clicking the link below and following the simple instructions to register. Or speak to [insert Care Friends champion name] who will be happy to help you get started.

Go to the Google play store

<https://play.google.com/store/apps/details?id=uk.co.carefriends.app&hl=en_GB>

Go to the apple app store

<https://apps.apple.com/us/app/care-friends/id1464379630?ls=1>

**Post-Launch Email Templates**

Use this series of emails to keep up momentum following launch day.

Simply complete the highlighted sections of each template with your organisation details, then copy and paste the template into your emails.

**Send 2 days after launch**

**Join the Care Friends app today!**

Text, chat or text message

Description automatically generated

Thank you to everyone who has downloaded the Care friends app!

Join the [insert number of sign ups] members of our team who have shared a job via text, whatsapp or social media and started earning points!

**Remember points = extra cash in your pocket!**

**Check out this 2 minute** [**video**](https://vimeo.com/672022047) **to find out more!**

Download the app for free today by clicking the link below and follow the instructions to register. Or speak to [insert Care Friends champion name] who will be happy to help you get started.

Go to the Google play store

<https://play.google.com/store/apps/details?id=uk.co.carefriends.app&hl=en_GB>

Go to the apple app store

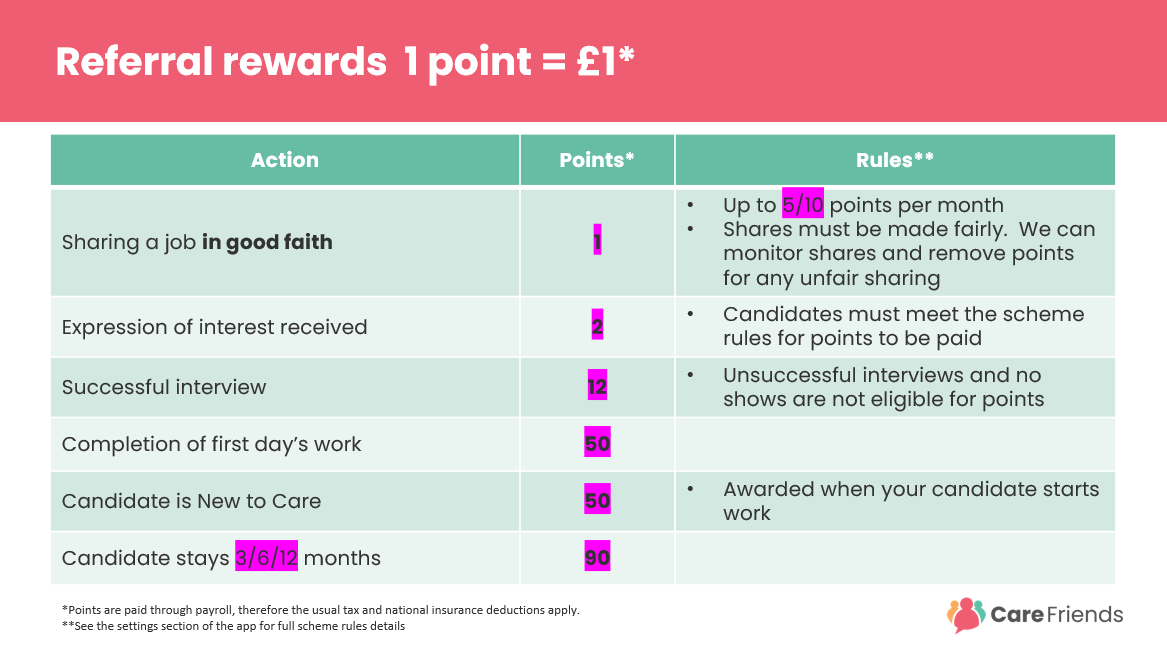
<https://apps.apple.com/us/app/care-friends/id1464379630?ls=1>

**[insert launch incentive reminder]**

**Send 4 days after launch**

**Earn extra cash with the Care Friends app!**

[insert points values chart - find a template for this [here](https://carefriends.co.uk/clientresources/?item=13739) you can find your organisation’s points values in the ‘Referral points’ tab in the ‘Settings’ section of your portal.]



Thanks to everyone who has downloaded the Care Friends app so far!

When you refer a friend using the Care Friends app you receive rewards for each step of the hiring process, not just hires!

Visit the app now to see how many points you have and share the jobs we have available with your friends and family.

Not signed up yet? **Check out this 2 minute** [**video**](https://vimeo.com/672022047) **to find out more** and download the app for free by clicking the link below and follow the instructions to register. Or speak to [insert Care Friends champion name] who will be happy to help you get started.

Go to the Google play store

<https://play.google.com/store/apps/details?id=uk.co.carefriends.app&hl=en_GB>

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**[insert launch incentive reminder]**

**Send 7 days after launch**

**Care Friends Week 1**

Hi everyone,

Thank you for your support for Care friends!

In just one week, thanks to all of you, we’ve had [insert expressions of interest + other highlights] - that’s amazing!

If you haven't signed up to the Care Friends app yet, do it today and start earning extra cash for referring you friends too!

[insert launch incentive reminder]

Here’s a quick video to show you how easy it is to get started…

<https://vimeo.com/675444421>

[Graphical user interface, text, application

Description automatically generated](https://vimeo.com/675444421)

Speak to [insert Care Friends champion name] if you need any help to register.

**Send 9 days after launch**

**[Insert welcome bonus/prize draw as the title]**

Hi everyone!

**Remember to download the Care Friends app to [insert launch incentive details]**

A picture containing text, sign, newspaper, screenshot

Description automatically generated

Our [insert launch incentive details] finishes on **[insert sign up incentive deadline]**, so don’t delay! Head to the Google play store or the apple app store now and download the app for free!

Go to the Google play store

<https://play.google.com/store/apps/details?id=uk.co.carefriends.app&hl=en_GB>

Go to the apple app store

<https://apps.apple.com/us/app/care-friends/id1464379630?ls=1>

If you need any support getting started, speak to [insert Care Friends champion name] who will be happy to help.