



## Refer-A-Friend Tip Sheet

### Why do it –

A refer-a-friend program is a wise way to fill vacant positions. When staff refer a friend that gets hired it is like a double win – they get a bonus, and they get to work with their friend. Research shows that the higher the percentage of staff that indicate that they have best friends at work, the lower the staff turnover percentage will be. So, it helps you fill vacant positions and retain the staff member who made the referral. In addition, the staff who care about the nursing home and the residents would only refer friends who are good workers so it may be the best screening systems you have for new hires.

### Marketing and Promotion –

Look at your Refer-A-Friend program flyer if you have one. Does it need a makeover? Does it talk about all the hoops a staff member would have to jump through to get the referral bonus after they refer a friend who gets hired? Or does it highlight the need to hire friends of our nursing home family?

To encourage the staff to make a referral, make it easy to do so. Err on the side of paying staff the bonus for the friends that they refer who get hired and don't be overly concerned that the staff are trying to game the system. Even if their "friend" is simply an acquaintance, pay the bonus and do so timely.

the Heritage  
at Lowman  
Lutheran Homes of South Carolina

There's always a way to make life BETTER.  
LPN • RN • CNA

You know what it takes. You have friends.  
Ask them to be a part of our mission.  
TeamMates—tell HR who you referred BEFORE your recruit completes the application.  
Earn through our TeamMate Referral Bonus Program.

Full-time  
RN / LPN \$3,500  
CNA \$1,750

CONTACT HR FOR DETAILS  
803.451.7416

The Teammate Referral Bonus will be divided & paid in three parts, after the new TeamMate successfully completes:  
1. department orientation  
2. 90 days on the job  
3. 6 months

### Take a targeted approach –

Make copies of your new Refer-a-Friend Bonus flyer and hand them out to department heads and staff. Post them in the breakroom and near the timeclock. However, your best approach is a targeted one. Speak one on one with high performing staff, and the new staff who are very likely to know a person or two from their previous job (or other job) that she would like to work with and get a nice bonus.

“You are one of the best nurses we have. And we want to hire people just like you – your friends.”

### **Pay on time –**

Have a trusted accounting system to ensure that employees who made the referrals of their friends who were hired get their bonus payments timely. If you were deficient and paid late last time the program rolled out, own it, and say you will do better this time. Staff don't forget.

### **Consider how the bonus is paid out –**

Front loading the bonus amount will likely lead to more referrals. Consider a \$2,000 refer a friend bonus. Pay \$300 if their friend attends orientation, \$500 when their friend stays 60 days, \$500 at 120 days, \$800 at 6 months. Encourage them to refer more friends by increasing the bonus amount for each friend they refer.

### **Make it public –**

When staff members receive their bonus payments, announce it at community meetings and huddles –

“We are happy to announce that Jennifer just received her first refer a friend bonus payment of \$500 on yesterday's paycheck! Congrats Jennifer! Jennifer referred her friend Michelle, who is doing a great job after just 30 days on the job. If you have a friend from your other job, or who you have known in the past, refer them to us, work with great people and great workers you know and collect some bonus payments.”

### **How to discourage the staff from referring their friends –**

- Disqualify a staff member of the bonus due to a technicality such as they did not email HR timely.
- Forget to pay the referral bonus.
- Pay the referral bonus late.
- Calling it a referral bonus when it is really a referral and retention bonus. Call it what it is – “A refer-a-friend and help us retain them program” if the bonus payout is staggered according to their friend's tenure at your nursing home.