

Referral Program Design

Staffing & Recruitment

Document type: Plan / SOP / strategy / guide · Generated 27 Aug 2026

This guide explains what the tool produces, how to use the output, and what to watch for. The actual output (draft/report) is generated on the tool page.

Background

Designs referral programs for a staffing agency — candidate, employee and client referrals — with incentives, mechanics and anti-abuse rules. Use it to grow supply and demand cheaply. For frontline sourcing use the Blue-Collar / Frontline Sourcing tool.

Purpose of this tool & output

Drive client and candidate referrals

How the output is used

Use it to drive client and candidate referrals — a referral program design that rewards both sides for introductions.

Important cautions

Referral hires are usually cheaper, faster and more retentive, especially for frontline roles — but design clear, lawful, transparent incentives with milestone triggers (joining and retention) and guardrails against fake or collusive referrals. Pay referral rewards reliably to sustain the program.

Companion documents

- Staffing Marketing Plan
- Employer Branding Service Offer
- Agency Digital Presence
- LinkedIn Strategy
- Job Portal & Channel Strategy
- Content Marketing Plan

This is AI-assisted guidance. Verify with a qualified professional before any binding decision. Fees, authorities and processes vary by state and change over time — confirm with your state authority.