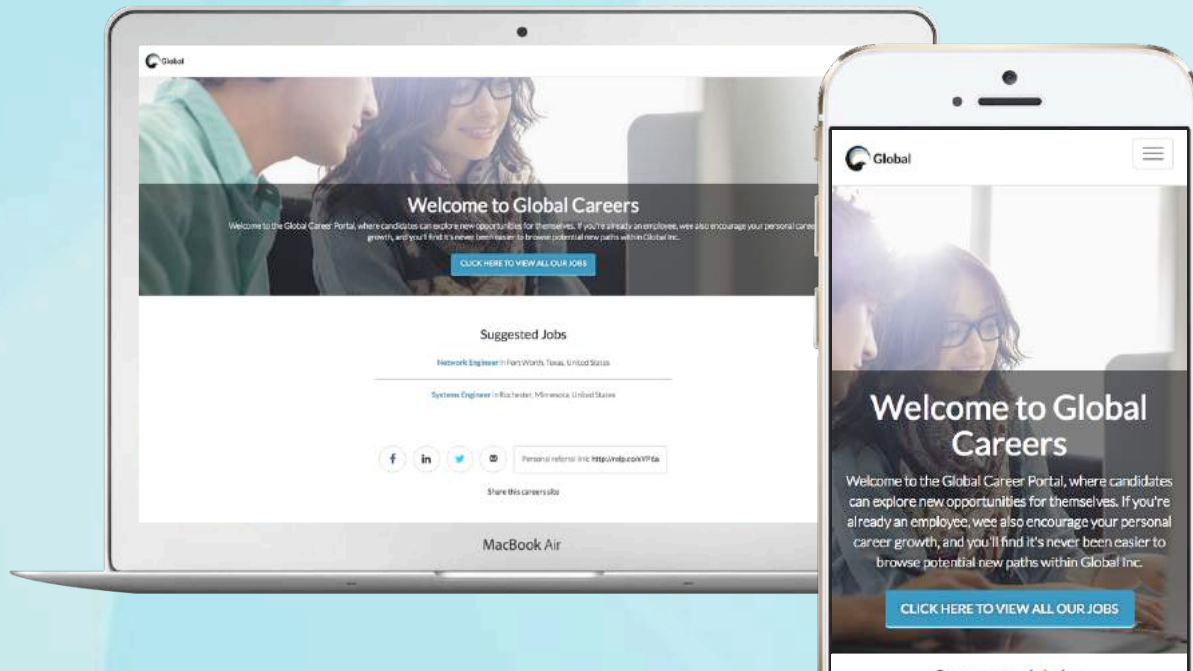




RolePoint

CAMPAIGNS: HOW IT ALL WORKS





RolePoint Campaigns: How it all works

Campaign Phases:

1. Planning/Design
2. Execution
3. Review

RolePoint Campaign Service Level Agreement

We will do our very best to complete campaigns on your behalf as quickly and as timely as possible. However, please keep in mind the following standard timelines:

For general referral reminders, activation reminders, and targeted job campaigns: Please request campaigns at least 72 hours prior to when you'd like to launch the campaign. We must have all required information (Everything completed in this form, i.e.: subject line, content, from, target audience, etc.) If you require a proof or test of the campaign before sending, we'll require approval of the proof before the campaign is scheduled in.

For raffles, contests or other incentive driven campaigns: We require a minimum five (5) business days notice. Please speak with your Customer Success Manager regarding the tracking of these campaigns as more planning may be required.

Note: Missing information may delay the execution of your campaign. Please keep this in mind when requesting a campaign.

Additionally, all creative and content should be supplied to RolePoint by the client, if you require creative or content, please factor in a minimum of two (2) extra days prep time to all above time-lines.

If you have any questions, please follow up with your Customer Success Manager.

Select the type of campaign

Non-Incentive Campaigns:

- Activation Campaign
- General Referral Reminder
- FAQ
- Job Targeted
- Recognition

Incentive Campaigns:

- Contest
- Raffle

A black and white photograph of a meeting table. The table is covered with numerous sticky notes, some of which are being touched by hands. There are also markers and a smartphone on the table. The background shows a window with a view of a building. The text "Non-Incentive Campaigns" is overlaid in the center of the image.

Non-Incentive Campaigns

Non-incentive campaign: Planning/Design

The Logistics:

- When?** Choose a target day and time that you'd like the campaign to be sent (Please keep in mind the SLAs provided at the beginning of this deck.)
- From?** Who should the email come from? (Example: Global Inc. Employee Referral Program, George Clooney, VP Talent, etc.)
- To?** Should this campaign be sent to all employees or just a specific department or location? Should it just go to active or non-active accounts?

The Details (Content):

- Subject Line:** You must provide a desired subject line or RolePoint will select one for you.
- Content:** Include the full-body of the email and include job IDs if this is a job-targeted campaign.
- Do you have an image to include?** If so, this must be at least 600 pixels in width and must be web-ready.
- Do you require a proof of campaign before sending?** If so, please factor in 24 hours between approval and the campaign being sent. Example: Your Customer Success Manager sends the campaign proof to you on Monday at 2pm. You approve it on Tuesday at 12pm. Therefore, the campaign can be sent by Wednesday 12pm.

Non-incentive campaign: Execution & Review

Execution: RolePoint will handle sending out the communication to your employees at the selected time and date.

Review: RolePoint reviews the campaign to ensure that it was successfully delivered to the selected users.

We will flag you of any need-to-know information (such as, difficulty delivering or bounces.) We are also able to track the number of activations, referrals and job shares that occur after the campaign.

As a note, a non-incentive campaign has a shelf life of about 24 hours. We encourage scheduling multiple soft-touch emails, such as job targeted campaigns, activation and referral reminders throughout the calendar year to encourage engagement.

Non-Incentive Campaign Examples

Job Targeted

HEALTHSOUTH Powered by RolePoint

The HealthSouth Talent Acquisition Team is searching for the right fit to fill Leadership roles! Refer a friend or colleague today for a chance to earn Step Up Points and Cash Bonuses. Our team trusts employees to help find reliable, passionate candidates who will help patients succeed in rehabilitation. Using our employee referral platform, RolePoint, we've made referring candidates easier for you!

- Chief Nursing Officer- Sherwood, AR (Job ID 1617783)
- Area Market Director- Austin, TX (Job ID 1616930)
- CEO- Sunrise, FL (Job ID 1616178)
- HRD- Altamonte Springs, FL (Job ID 1617963)
- Area Marketing Director- Sewickley, PA (Job ID 1617418)

How to Receive Referral Bonuses:

Help us recruit qualified candidates for positions at your hospital or company-wide! Everyone has the opportunity to earn Step Up to Excellence Points instantly when a referral applies for a position. And for every referral you make that results in a successful hire, you'll receive a cash bonus (for bonus eligible positions) or 5,000 Step Up points (non-bonus eligible).

All you need to do to make a referral is either use the Quick Referral Form where you can upload their contact information or share a job using your personal referral link.

Important Note to Receive Referral Credit: In order to receive credit for your referral, you must log-in to your RolePoint account to make the referral. Do not forward the email directly to your contact.

For questions regarding RolePoint, the employee referral program or available awards, please contact your local Human Resources Department.

Sincerely,
Janell R. Heckler
Recruitment Manager

[Make a Referral](#)

FAQ

APPDYNAMICS Powered by RolePoint

Hi Rick,

Happy CKO Week! Start the fiscal year off strong by earning a \$5000 bonus. Refer your talented connections via Rolepoint to give yourself an instant raise!

How much can I earn?

- USA: \$5000 USD
- Europe: \$5000 USD
- Australia: \$5000 USD
- North America (non-USA): \$2500 USD
- South America: \$2500 USD
- Asia: \$2500 USD
- India: \$2000 USD
- Rest of the World: \$2000 USD

There is no cap to how many referral bonuses you can earn, but we do encourage quality over quantity. Please refer only super star people you would want to work alongside and who will help AppDynamics in our continued success!

[Check out our current open positions here!](#)

[Click HERE to View Jobs](#)

[Click here](#) to find a FAQ sheet if you need a refresher on how to make a referral. If you have any questions regarding the program requirements, please reach out to maria.martin@appdynamics.com.

Happy referring!

Recognition

KONE Dedicated to People First Powered by RolePoint

thank you!

Happy Friday everyone!

It's that time again... The time to recognize our employees whose recent referrals have now been hired to KONE Americas during Q4 of 2016! A big thanks to all of you!

This was an amazing quarter for employee referrals! Congratulations to the following employees:

- Bradley Potter
- Charlene Jones
- Diane Wells
- Eugene Blenko
- Jacin Harris
- Jody Meehan
- Kelly Buckner
- Kelly Oberbach
- Kevin Guevara
- Mari Noletta
- Michele Boucher
- Ricardo Aybar
- Robert DeSimone
- Sermyi Ose
- Verice Hills
- Zach Richardson

Thank you for always keeping KONE in mind. We look forward to your continued participation in our Employee Referral Program. As a reminder, if your referrals are hired you'll receive a cash bonus!

Have a wonderful weekend!
KONE Americas Talent Acquisition Team

[Log-in to your account!](#)

Activation Reminder

Ortho Clinical Diagnostics Powered by RolePoint

With the recent transition of our infrastructure to the Ortho Clinical Diagnostics environment, we've gone ahead and migrated your Global Employee Referral account to your Ortho credentials.

When you next log into the Global Employee Referral portal, your new username should be register-orthoclinical@rolepoint.com.

You can continue to log in with the same password that you created previously when you initially registered on the site. If you've never activated your account – you're encouraged to do so today! Click ["Activate My Account"](#) below to get started. Your username is provided above and you will be requested to set your password upon logging into the portal for the first time.

We look forward to your great referrals!

Ortho Talent Acquisition

[Activate My Account](#)

[Login To Your Account](#)

A black and white photograph of a meeting table. The table is covered with numerous sticky notes and papers, suggesting a brainstorming or planning session. Several hands are visible, reaching towards the notes, indicating active participation. The background shows a window with some papers pinned to it. The overall atmosphere is one of collaborative work.

Incentive Campaigns

Incentive campaign: Planning & Design

The Logistics:

When? Choose a target day and time that you'd like the campaign to be sent. Important: For raffles, contests or other incentive driven campaigns: We require a minimum five (5) business days notice. Please speak with your Customer Success Manager regarding the tracking of these campaigns as more planning may be required. (This is noted in the SLA provided at the beginning of this deck.)

From? Who should the email come from? (Example: Global Inc. Employee Referral Program, George Clooney, VP Talent, etc.)

To? Should this campaign be sent to all employees or just a specific department or location? (You may target up to 5 departments and/or cities per campaign) Or, should it just go to active or non-active accounts?

What is the incentive? Examples: Apple iPhone, iPad, Apple Watch, Amazon Gift Card, AMEX Gift Card, Movie Tickets, Go Pro, Fitbit, sports game tickets, etc.

Who is responsible for distributing the prize(s)? If it is RolePoint's responsibility, you will need to discuss the logistics with your Customer Success Manager.

Incentive campaign: Planning & Design (Cont'd)

The Details:

Subject Line : You must provide a desired subject line or RolePoint will select one for you.

Content: Include the full-body of the email and include job IDs if this is a job-targeted campaign.

What needs to be tracked? Example: Are points awarded to employees? Does RolePoint need to track referrals or job shares? All contests must be approved of by the Customer Success Manager to ensure that the necessary information can be tracked and points, raffle entries, etc. can be correctly allocated.

Do you have an image to include? If so, this must be at least 600 pixels in width and must be web-ready.

Campaign Proof: Campaign proofs are required for all incentive campaigns. Your Customer Success Manager will create the draft and send it over for approval. Written approval is required before the campaign is launched. Subsequent reminders about the campaign do not require written approval but, we do ask that you schedule those reminders with your Customer Success Manager.

Incentive campaign: Execution & Review

Execution: RolePoint will handle sending out the communication to your employees at the selected time and date.

Review: RolePoint reviews the campaign to ensure that it was successfully delivered to the selected users.


We will flag you of any need-to-know information (such as, difficulty delivering or bounces.) Your Customer Success Manager and your team will determine what RolePoint needs to track during the incentive campaign period. For example, if you are distributing raffle entries based upon job shares or referrals, your Customer Success Manager will provide the required metrics during the period of the campaign.

We encourage scheduling multiple contest reminders throughout the campaign period. At the end of the campaign, your Customer Success Manager will review the campaign to see its impact (Example: Did your average number of referrals increase during the campaign period?)

Incentive Campaign Examples

Raffle (Activations)

EPICOR Powered by RolePoint



iPhone 6.
Activate to win.

Last week we introduced a new way to refer your friends and contacts to the great opportunities here at Epicor.

Our new Employee Referral Portal allows you to quickly share our open jobs with your social networks such as LinkedIn, Facebook, and Twitter. In return, if your contacts are hired, you'll receive an amazing cash bonus!

We noticed that you haven't had the chance to activate your account yet.

As a reminder...

When you activate your account, you'll be entered into a drawing for a NEW Apple 'sim free' iPhone 6!

Click the **"Activate Your Account"** button below to get started now.

You can login at any time at: <https://epicor.rolepoint.com/>

Your username is: register+epicor@rolepoint.com

If you have any questions about RolePoint or the RolePoint account setup process, please email support@rolepoint.com.

Sincerely,


Epicor Talent Acquisition

*To be eligible for this raffle, you must be an Epicor employee and you must activate your RolePoint account. Human Resources team members are not eligible. One raffle winner will be selected. Chances of winning are dependent upon the number of raffle entries.

Activate Your Account

Raffle (Activations)

Red Robin Powered by RolePoint



Hello RedRobin,

A few months ago we introduced a new way to refer your friends and contacts to the great opportunities here at Red Robin!

It has been a GREAT few months!

Since launching last month...

- 41% have activated their accounts
- 74 referrals received
- 154 job shares made
- 4 referrals hired

Each successfully hired referral could earn you \$1,000!

We noticed that you haven't had the chance to get involved yet – no worries! Now is a great time to do so. If you activate your account by x-day x-date then you will be entered into the drawing for two (2) round-trip domestic airline tickets!

Activate your account today!

Get started and make every day bring your friend to work day!

Sincerely,


Red Robin Talent Acquisition Team

*Participation Rules: You must be an active DTS employee to enter. One winner will be chosen. All actions must be taken using the RolePoint referral system. The campaign is valid July 1 – July 31. Winner will be announced in the Audiofile.

Activate Your Account HERE

Raffle (Referrals)

dts Powered by RolePoint



Hello Campaign Admin,

We're kicking off a job sharing and referral campaign for all of our employees to have a chance at winning a \$300 grand prize!

HOW DOES IT WORK?

The employee with the most points will win a \$300 Amazon gift card!

Earn your points by doing the following:

- Get 5 points for activating your account
- Get 10 points for every job share
- Get 20 points for every referral

WHAT DO I NEED TO DO?

1. Share a job on your social network
2. Make a referral using the Referral Form

All you need is your referral's name and contact information

If you haven't activated your account yet, today's a great day to do so! Just [click here](#) to get started.

Good luck!

DTS Human Resources

*Participation Rules: You must be an active DTS employee to enter. One winner will be chosen. All actions must be taken using the RolePoint referral system. The campaign is valid July 1 – July 31. Winner will be announced in the Audiofile.

Activate Your Account HERE

Contest (Job Shares)

TMX FINANCE Powered by RolePoint

We are kicking off a new Social Sharing Campaign, it's easy to get involved and you'll have to win some great prizes!

How it works:

Each week for the month of June, we'll be announcing our top-sharing district(s) and top-sharing employees.

All you have to do to get involved is start sharing our open roles on your social networks. Make sure that you are logged in before sharing.

You have two options for sharing:

- You can share all of our jobs via Facebook, Twitter or LinkedIn. When you're on the homepage, simply click one of the social network buttons on the right-hand column and post the share to your social network.
- You can also share individual jobs via Facebook, Twitter or LinkedIn. Simply select a job, then click on one of the social network buttons on the right-hand column and post to your social network.

Each action counts as one share. For example, if you share jobs on all three, Facebook, Twitter & LinkedIn, that will count as three (3) shares.

At the end of the campaign, TMX Finance will announce the winning district and the winning employee(s). The winning district will receive a pizza party and the top sharing employee in that district will receive \$500!

To read the complete rules of the Campaign, [click here](#).

Now lets start sharing!

Sincerely,

TMX Finance Talent Acquisition Team

Visit Our Portal to Get Started Today!

A black and white photograph of a meeting table. Several people's hands are visible, reaching towards papers and sticky notes scattered across the wooden table. The scene is dimly lit, with a window in the background. The overall mood is professional and collaborative.

You're All Set.
Get started on your campaign today!