

Ideas for Hiring Managers to Keep Candidates Warm until Day 1

- ❖ Stay in Touch
 - Send a personal email or video message expressing excitement about joining.
 - Check in every week or two with a short, friendly message (text, email, call)
 - Share a video from Northwest Kidney Centers YouTube channel,
<https://www.youtube.com/@nwkidney/videos>
 - Share updates or news about the team or organization.
- ❖ Make Them Feel Part of the Team
 - Introduce them to the team via email or video.
 - Assign a team buddy to say hello and answer questions.
- ❖ Share Useful Info
 - Share fun content like a team video, blog post, or “day in the life.”
 - Highlight cool perks, office tips, nearby cool restaurants, etc.
- ❖ Involve Them Early
 - Send them training schedule/onboarding plan – They will love knowing you have thought of a plan already for what their first two-weeks will look like. Starting a new job can be stressful and this will bring both ease of mind and show that you care!
- ❖ Add a Personal Touch
 - Send a small welcome gift or swag pack.
 - Share a photo of their desk or workspace.
 - Countdown messages like “1 week to go – we can’t wait!” with a fun fact.