



Newsletter Masthead + Intro



Newsletter Masthead



Boon & Banter

The Referral & Recruiting Digest for TA Professionals

By recruiters, for recruiters — smart tools, sharp insights, and community-powered hiring wins.

OR



Boon & Banter

The Referral & Recruiting Digest for TA Professionals

By recruiters, for recruiters—this is your inside edge on referral hiring. Boon & Banter delivers peer-powered strategies, tactical templates, and proven playbooks from teams turning referrals into their most powerful recruiting channel.



First Issue Intro

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Welcome to Boon & Banter

This is your new go-to resource for **talent acquisition pros** who believe the best hires come from trusted networks, not job boards.

Each issue delivers:

- 🧠 **Referral program playbooks** that actually scale
- 📊 **Tips, tools, and benchmarks** you can put to work immediately
- 🔍 **Real stories** from teams cutting time to fill and boosting quality of hire
- 👥 **Smart ideas from your peers** — with a touch of personality

Because hiring is serious, but your newsletter doesn't have to be boring.

[Copy Version B]

Welcome to Boon & Banter

You're reading Boon's new monthly newsletter built for **Talent Acquisition leaders and recruiting pros** who know that the best hires don't come from job boards—they come from networks.

Each month, we'll bring:

- Referral program strategies that actually work
- Real-world stories from teams like yours
- Templates, tools, and tips you can use *today*

No fluff. Just referrals, hiring, and community-powered insight—with a little banter on top.

Signup Page Copy (for HubSpot/Webflow Block)

 **Get Boon & Banter in Your Inbox**
The Referral & Recruiting Digest for TA Professionals

Learn what's working right now in referral-driven hiring:

- ✓ Templates & toolkits
- ✓ Benchmarks & success stories
- ✓ Expert Q&A and community tips

Join hundreds of recruiters and TA leaders rethinking hiring through relationships.

[Subscribe Now] → *Get the first issue instantly*

Optional Extensions:

"Boon & Banter Live" — for virtual roundtables or community events.

"Best of Boon & Banter" — for annual or quarterly recap PDFs.

"Banter Backchannel" — informal Q&A, quick polls, or Slack community threads.

revised July Draft

[masthead - consistent graphical header for all newsletters]

Boon & Banter





The Referral & Recruiting Digest for TA Professionals

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July 2025 Edition

4.7x Referral Boost in 30 Days + Real Talk from TA Pros

This month, we're sharing wins, real stories (including some candid fails), and actionable insights straight from your TA peers.

🌟 Real Life Wins

830+ Referrals in 30 Days

A global-communications tech recruiting team simplified their referral program, leading to over 830 referrals and 5 hires within a month.

From 16 to 52 Referrals

Another TA leader in healthcare revamped their referral experience, boosting referrals from 16 to 52, achieving a 40% hire rate.

What could improving referrals do for your team?

🔧 Product Updates

ATS Integrations: Greenhouse, Lever, Jobvite—streamlining your referral tracking and admin work.

Tiered Bonuses: Outcome-based incentives tailored by roles and/or departments.

Referral Widget: Branded easy-access referral widget means easy adoption and promotion

👁️ “Oops!” Corner

"We once ran a departmental referral contest without clearly indicating who was and wasn't eligible to participate. We ended up buying everyone breakfast for a month to make up for it."

- Alex, Director of TA

Have your own referral program mishap? [Reply Here] we'd love to feature it.

*[add link to Reply Here for <mailto:tacara.d@goboorn.co> or an alias]

🎯 Customer Spotlight

Infinity Rehab's Resuscitated Referral Program in 3 Steps

1. Revamped rewards structure and eligibility with Boon's Customer Success agent.
2. Made submitting referrals quick and painless.
3. Enabled transparent reward tracking to prevent miscommunication (and frustrations)

★ **Results:** 52 referrals, 21 hires, 90% application rate

★ **"We'd still have 200 open reqs without Boon."**

- Derek Fenwick, VP of People & Culture

Peer-Powered Insights

! Biggest Red Flag: No Repeat Referrers

- One-and-done referrals mean your process is broken.

❤️ Fix it fast:

1. Track repeat referral activity
2. Ask one-time referrers why they didn't try again
3. Close the loop—make outcomes visible and rewarding

TA leaders say they're sitting on unused referral budgets while paying for expensive sourcing tools. The truth? Activating internal networks works faster and better—***with the budget you already have.***

Partner Spotlight

[Deel: Build and scale global teams with ease.](#)

Deel is the all-in-one HR platform built to hire, manage, and grow global teams. By bringing together cutting-edge HR tools, payroll solutions, compliance, and more, Deel enables companies to scale globally with unmatched speed and flexibility..

Tactical Resource

[ROI Calculator]: Calculate how much your organization can save by converting some hires to referrals, based on real customer data.

*Insert link to ROI calculator

TA Hot Takes

"Cash bonuses beat swag—every time." — Matt, Hospitality TA Manager

Weigh in: What is your most sought after referral reward? Is cash always effective? [Reply Here]

*[add link to Reply Here for <mailto:tacara.d@goboone.co> or an alias]

On Deck

Next Month: Expanding your referral networks beyond employees—alumni, vendors, and community outreach.



Join the Conversation

What's your biggest referral challenge right now? [Reply Here]—we'll include solutions in next month's issue.

*[add link to Reply Here for <mailto:tacara.d@goboone.co> or an alias]

Connect with us:

[Schedule a demo](#) • [LinkedIn](#) • [Website](#)

Forward to a friend who values practical referral insights.

[Manage preferences](#) • [Unsubscribe](#)

Sections to rotate into future issues:

Brief Q&A Spotlight

Each month, spotlight one TA leader's quick answers to common questions:

"Referral bonuses: Cash or prizes?"

"Best way to boost participation quickly?"

Visual & Interactive Elements

Quick polls ("What's your biggest referral frustration right now?")

Bite-sized visuals or quick-read lists ("3 Referral Fails—We've All Been There").

Humor and Relatability

Occasional, friendly commentary in the introduction, e.g.:

"This month, we asked how you motivate your top referrers. Coffee? Cash? Bribery? Here's what you said..."

appendix

Recruiting Newsletter Gaps

Recruiting Newsletter Gaps and Boon's Opportunities

Summary Table:

Gap/Challenge	Boon's Opportunity
Generic content	Hyper-personalized, segmented content
Limited actionable resources	Step-by-step guides, templates, toolkits
Lack of community interaction	Q&A, peer learning, community spotlights
Neglect of recruiter wellbeing	Wellbeing tips, burnout prevention resources
Outdated or missing data	Real-time market intelligence, salary benchmarks
Surface-level tech coverage	Deep tech tutorials, vendor comparisons, automation
DEI as an afterthought	Integrated DEI best practices across all topics

Detailed analysis

Newsletters that are already doing a good job. Can be inspiring but what are the gaps we can fill? <https://recruitcrm.io/blogs/best-recruitment-newsletter/>

Based on the best practices and current offerings of top recruiting newsletters, there are several gaps and opportunities that Boon could fill to differentiate its newsletter for talent acquisition professionals:

1. Hyper-Personalization and Segmentation

- **Gap:** While many top newsletters offer curated content and occasional personalization, few consistently tailor content by recruiter specialty (e.g., tech, healthcare, executive search), experience level, or geographic region¹².
- **Opportunity:** Boon could use advanced segmentation and dynamic content to deliver highly relevant advice, job leads, and resources based on each subscriber's profile and preferences¹.

2. Actionable, Step-by-Step Guides and Toolkits

- **Gap:** Most newsletters provide insights and best practices but often lack downloadable, ready-to-use templates, checklists, or toolkits that recruiters can immediately apply to their workflows²¹.
- **Opportunity:** Boon could include practical resources—such as email templates, sourcing scripts, or interview scorecards—that recruiters can use right away.

3. Community-Driven Content and Q&A

- **Gap:** Few newsletters facilitate direct interaction between subscribers or offer a platform for recruiters to ask questions and share real-world challenges².
- **Opportunity:** Boon could feature a “Recruiter Q&A” section, spotlight community questions, and provide expert answers, fostering a sense of belonging and peer learning.

4. Focus on Wellbeing and Burnout Prevention

- **Gap:** The human side of recruiting—such as managing stress, avoiding burnout, and maintaining work-life balance—is rarely addressed in industry newsletters²³.
- **Opportunity:** Boon could dedicate a recurring section to recruiter wellbeing, offering tips, resources, and stories to help professionals stay resilient.

5. Real-Time Market Intelligence and Salary Benchmarks

- **Gap:** While newsletters report industry trends, few provide real-time, actionable data on compensation trends, hiring velocity, or market-specific intelligence for recruiters to leverage in negotiations²¹.
- **Opportunity:** Boon could integrate up-to-date salary benchmarks, hiring velocity metrics, and regional market insights to help recruiters make data-driven decisions.

6. Spotlight on Emerging Technologies and Automation

- **Gap:** Although some newsletters cover new tools and tech, few offer hands-on tutorials, vendor comparisons, or deep dives into how automation can transform sourcing and engagement²¹.
- **Opportunity:** Boon could provide detailed reviews, how-to guides, and case studies on the latest recruitment tech, helping recruiters stay ahead of the curve.

7. Emphasis on Diversity, Equity, and Inclusion (DEI)

- **Gap:** While DEI is increasingly highlighted, many newsletters treat it as a standalone topic rather than integrating DEI best practices across all content¹³.
- **Opportunity:** Boon could weave DEI principles into every section—from sourcing strategies to interview techniques—and share actionable steps for building more inclusive talent pipelines.

Sources

By addressing these gaps, Boon can create a newsletter that stands out for its relevance, practicality, and support of recruiters' evolving needs¹³⁵.

1. <https://kajabi.com/ideas/recruitment-newsletter-ideas>
2. <https://recruitcrm.io/blogs/best-recruitment-newsletter/>
3. <https://www.hostpapa.com/ideas/marketing/recruiting-newsletter-ideas/>
4. <https://www.cyberimpact.com/en/recruiting-through-newsletters/>
5. <https://www.4cornerresources.com/blog/how-to-create-recruitment-newsletter/>
6. <https://www.talenteromedia.com/email-marketing-recruiters-guide/>
7. <https://www.cronofy.com/blog/six-step-guide-to-identify-recruitment-gaps>
8. <https://www.shrm.org/topics-tools/news/talent-acquisition/talent-scarcity-skills-gaps-challenge-recruiting>
9. <https://peoplemanagingpeople.com/employee-lifecycle/recruiting-hiring/best-recruiting-newsletters/>
10. https://www.reddit.com/r/recruiting/comments/yuz1g7/recruiters_do_you_have_your_own_newsletter_to/
11. https://www.reddit.com/r/Recruitment/comments/1doya0p/which_hr_recruitment_or_tech_newsletters_or/

Storytelling Aspiration

Personalized storytelling and employee spotlights can significantly differentiate Boon's content in the talent acquisition and HR newsletter space. Here's how and why:

Personalized Storytelling

- **Authentic Engagement:** Sharing real, personalized stories—such as behind-the-scenes experiences of recruiters, challenges they've overcome, or unique career journeys—creates a strong emotional connection with readers³⁸.
- **Humanizes the Brand:** By moving beyond generic advice and featuring authentic voices, Boon can humanize its brand and foster trust among its audience²⁴.
- **Reflects Company Values:** Tailoring stories to highlight the values and culture of the organization, or of the featured recruiters, reinforces what makes Boon unique and relatable²⁴.

Employee Spotlights

- **Showcases Diversity and Talent:** Featuring employees or recruiters from different backgrounds, roles, and experience levels highlights the diversity within the talent acquisition community and offers fresh perspectives¹².
- **Enhances Community Feeling:** Regular spotlights create a sense of belonging and recognition, making both featured individuals and readers feel valued⁷⁸.
- **Boosts Morale and Motivation:** Public recognition of achievements and contributions can inspire others and foster a positive, motivated environment⁴⁷.
- **Multi-Format Engagement:** Using a mix of written profiles, video interviews, social media shout-outs, and interactive content keeps the spotlight fresh and appealing to different audiences¹²⁴.

Why It Works for Boon

- **Differentiation:** Most industry newsletters focus on tips, trends, or news. Personalized storytelling and spotlights add a unique, human layer that stands out in a crowded market¹².
- **Consistency and Impact:** Making spotlights a regular feature, with a variety of formats and voices, ensures ongoing engagement and a narrative that evolves with the community¹⁴.
- **Employer Branding:** Sharing authentic stories externally can also strengthen Boon's employer brand, attracting top talent and partners¹⁴.

Best Practices for Implementation

- **Let Employees Guide the Narrative:** Allow featured individuals to share in their own words, respecting their comfort with different formats (written, video, social media)²⁴.

- Mix Up the Features: Alternate between different departments, seniority levels, and backgrounds to keep content fresh and inclusive¹².
- Use Humor and Authenticity: A touch of humor and real-life anecdotes make stories memorable and relatable¹³.
- Measure Engagement: Track reader interaction and feedback to refine the approach and ensure the content resonates¹.

In summary, personalized storytelling and employee spotlights are powerful tools that can set Boon's newsletter apart by making it more engaging, authentic, and community-focused than typical industry content.

Scratch List of Newsletter worthy notes

- New Case Study RingCentral
- Upcoming campaign for widget trial
- New case study coming for Infinity Rehab
-

Welcome email for subscribers

Here's a concise, engaging, and actionable **Welcome Email** to send immediately after someone subscribes:

Subject: Welcome to Boon & Banter 🎉

Body:

Hi there,

You're officially in! Welcome to **Boon & Banter**—the monthly digest built by recruiters, for recruiters.

Here's what to expect each month:

- **Peer-powered insights:** Real stories, actionable tips, and tactical playbooks from TA leaders who've mastered referral hiring.
- **Tools you'll actually use:** Templates, calculators, and step-by-step resources to quickly boost your referral success.
- **Real talk and banter:** Candid lessons learned, relatable mishaps, and honest takes straight from your TA peers.

Want to jump in immediately?

Check out our most popular resource—the [Referral Program ROI Calculator](#)—and see exactly how much your organization can save through better referrals.

Have a referral question or challenge? Just hit reply. We read every message and love featuring subscriber insights.

Cheers,

The Boon Team

P.S. Don't keep this a secret—[forward this newsletter](#) to your favorite recruiting colleagues!