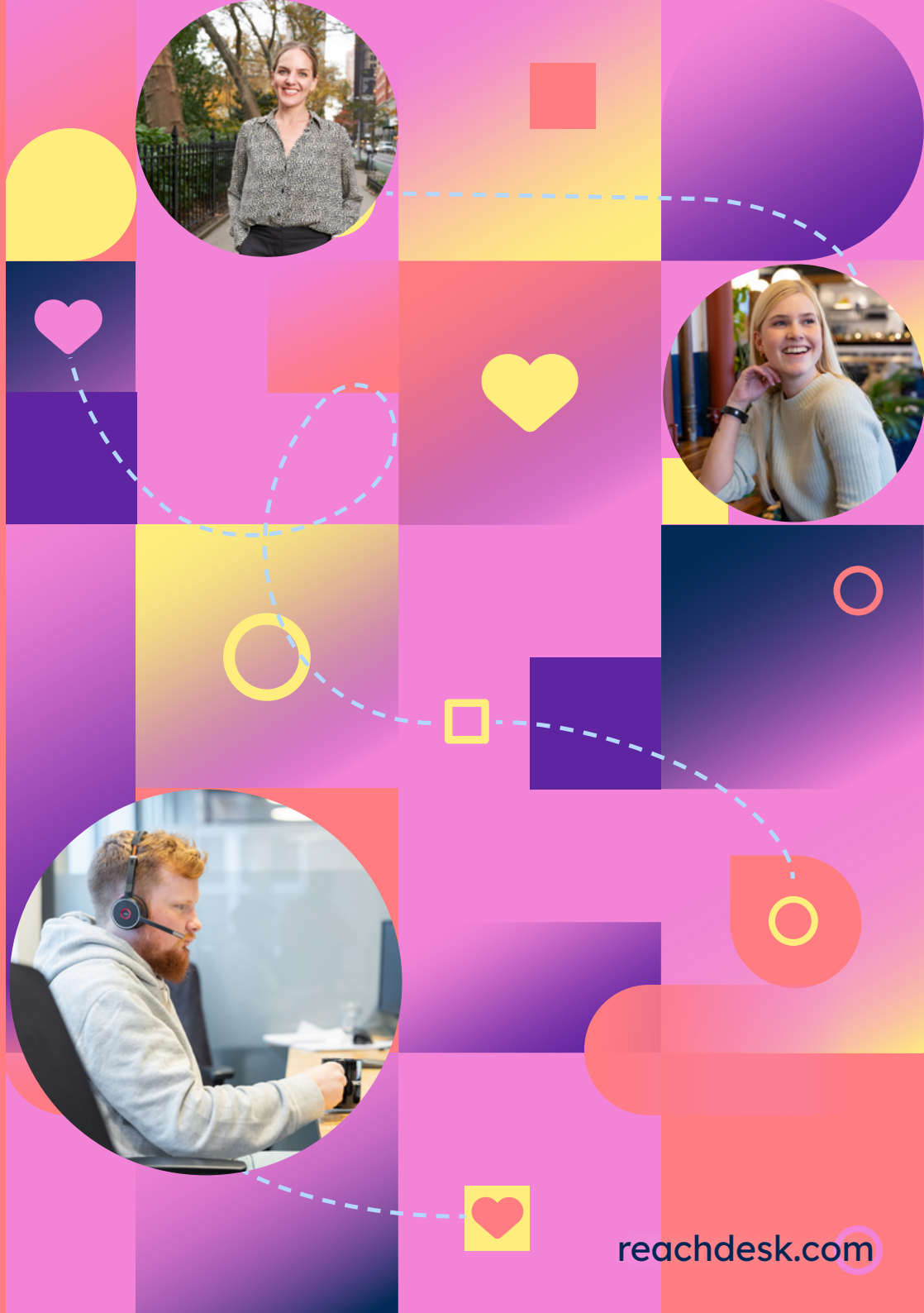
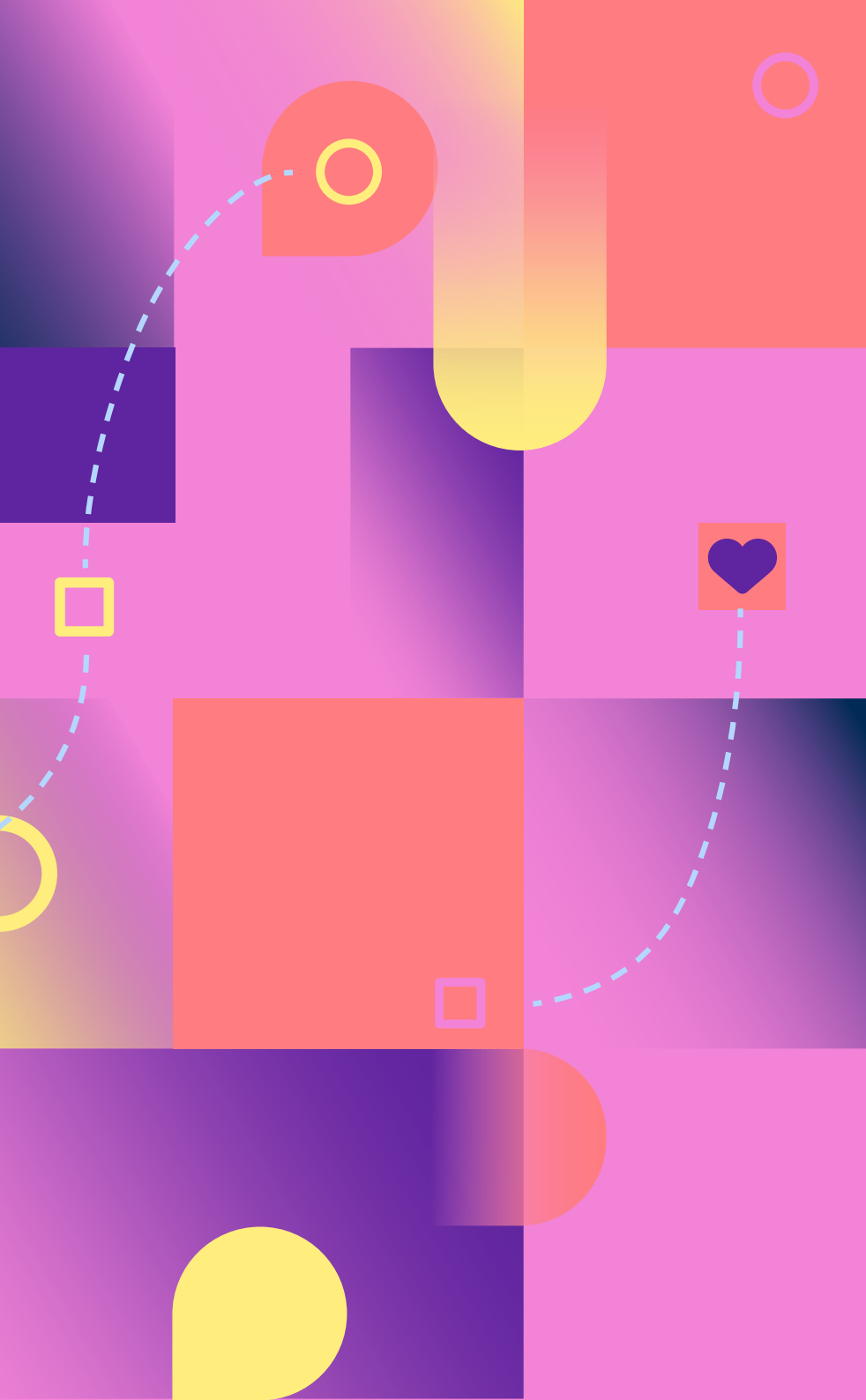


The employee gifting playbook

Attract and retain top
talent with gifting

Deliver moments that matter





Smart connected companies know that your business is only as good as your employees. With the world of work more malleable and changeable than ever before, one thing is very clear: if you want to have the best team, you have to be the best to your team. That's why creating an employee engagement strategy that makes it easy for your people to invest in your company is more important than ever.

Employee gifting can be an absolute game-changer for HR and people teams. Long thought of as a way to drive engagement for customers (which it does, and [very well too](#)), you'll find that corporate gifting for your employees is equally effective. When handled correctly, internal corporate gifting can help you to attract, retain, and celebrate the best talent by showing your people that you care about who they are, how they work, and their professional well-being.

If we've piqued your interest and you want to know more, we've prepared this playbook to help you foray into (or strengthen) your employee gifting game. From first meetings through to celebrating milestones, gifting can help make the difference from a job to a lifelong career.

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Why employee gifting matters

Sadly, employee gifting is sometimes seen as just a box-checking exercise. Company mouse mat, check. Branded water bottle, check. Fruit basket, check. But the good news is that with a little thought, and a few handy tools, you can revolutionize an archaic way of gifting and turn it into a cause for celebration.

(And we're not dismissing the power of a branded water bottle or a fruit basket. As you'll learn, the 'what' of gifting is really less important than the 'when' and the 'how'. Even a mouse mat could be appropriate if you're dealing with a retro game fan!

A strong onboarding process improves:

new hire retention by

82%

and productivity by over

70%

Over **80%**
of employees will work harder when they feel
appreciated at work

71% of leaders
say employee engagement is one of the most
important factors in achieving organizational success

For both customers and employees alike, the essence of impactful, powerful corporate gifting that yields results is this: you're showing someone that you care *just as much about them* as you do about your company's bottom line. That's it. You're offering a pleasant experience with no expectation of material return, except that the person will think favorably about your company. But that's not all employee gifting can do.

Employee gifting ideas



1. Attract top talent

We know that salary, benefits, and responsibilities are vital in enticing top talent to your company. But as the world of work gets more and more crowded, it's important to consider what makes your business stand out from the competition.

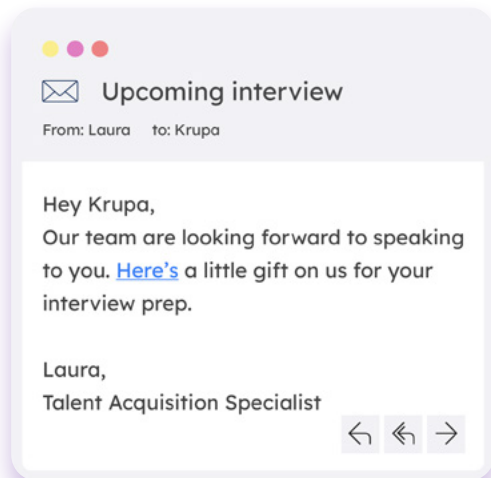
Make a real impression by reaching out with a personalized gift and message that shows just how committed you are to your employees and the type of care that you put into the right person.



Employee gifting ideas: Attract top talent

Play 1

Raise your LinkedIn prospecting game

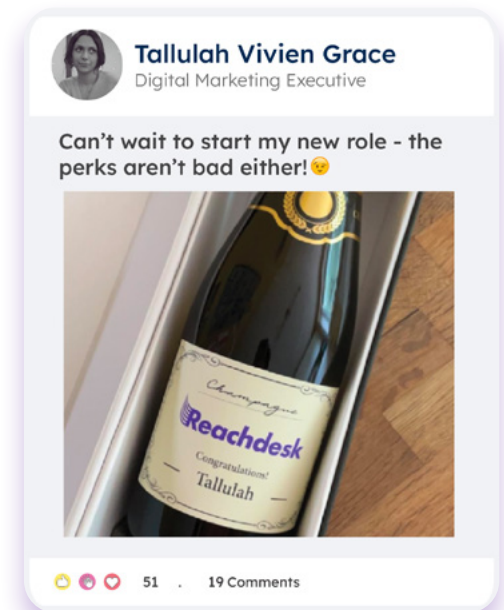


Want to get someone's attention on LinkedIn? Send them a voucher for a cup of coffee and an invite to a virtual coffee morning as a way to start the conversation. This is much more impactful than another ignored LinkedIn Mail message.

Play 2

Personalize your outreach to candidates

If you're looking to attract an in-demand or high-profile hire, consider doing a little bit of research on their public profiles. Maybe they LOVE to cycle or have a cute dog. Consider personalizing a cheeky gift, such as a puncture repair kit and a note that mentions how you'd wheelie love to talk with them, or a gift for the puppy and a request for the dog to interview for your team!





Employee gifting ideas



2. Boost engagement

Hands up if you're always looking for ways to boost your employee engagement? The good news is, in a [prominent study](#), Susan and Thomas Kuczmarski found out that financial and non-financial rewards can increase employee satisfaction, as well as promote a collaborative and open working environment.

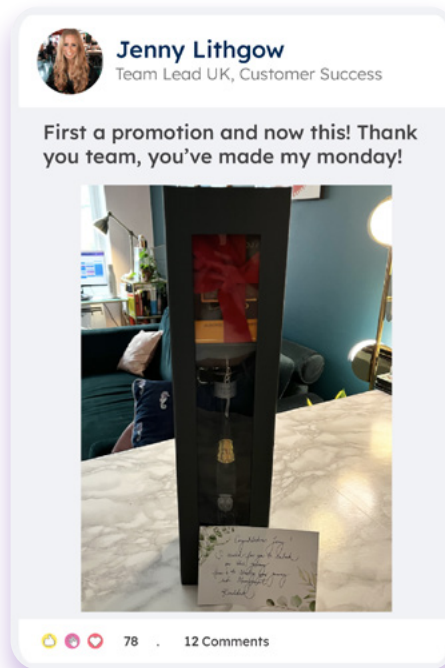
Gifting expresses fondness and care for the employee as an individual—away and aside from their capabilities or professional prowess. The feeling of appreciation and recognition that's ignited by a corporate gift can afford a profound boost to your team's feel-good attitude to work.

Employee gifting ideas: Boost engagement

Play 3

Recognize hard work

Has your team been working hard to get a project over the line? Think about a thank you gift that speaks to their health and wellness—a plant for their desk, a voucher for a massage, or a subscription to a mindfulness app can all work wonders.



Play 4

Make a day out of it

You can be fun and spontaneous with gifting pizza day in the office, ice lollies when it's hot, or cupcakes in the break room or kitchen to say 'thanks for all you've done'. You could also consider tying this into a bigger cause: *Black History Month*, *LGBTQ+ History Month*, and *International Women's Day* are all causes for celebration and a great way to show that you care about all of your team. Don't forget any remote team members and send them a treat they can enjoy at home.





Employee gifting ideas



3. Retain employees

We all know that employee churn is a huge concern, with a massive financial cost implication. [Built In](#) has put an actual amount on the cost of replacing a staff member:

- **100-150% of an employee's salary**
for technical positions
- **Up to 213% of an employee's salary**
for C-suite positions

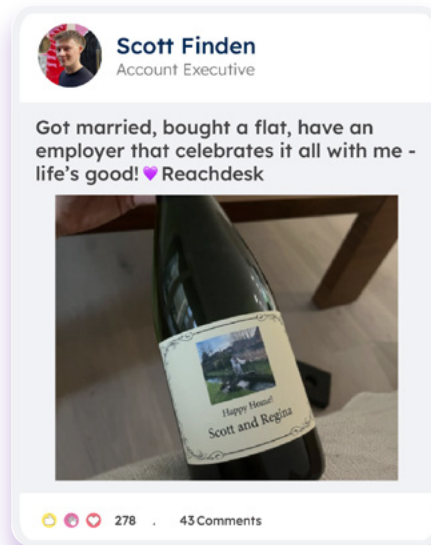
Of course, high employee turnover also has other dangerous repercussions—from decreasing team morale to damaging team productivity.

The good news is that one of the top ways to decrease employee churn is by rewarding and recognizing employees. In fact, 75% of employees say that receiving recognition makes them want to [stay at their current organization longer](#).

Employee gifting ideas: Retain employees

Play 5

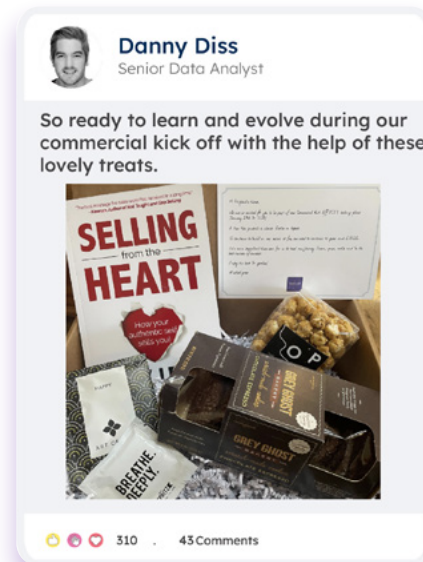
Show them that you care



The best way to get people to care about their work is to show that work cares about them. So consider sending a celebration gift basket for new additions (both human and animal) to the family. Or perhaps they're going through a tough time? A meal prep box or some flowers and a personalized note is a great way to show how much they matter to you.

Play 6

Bring hybrid and remote teams together



Is your company more remote than office-based? Employee gifting is a solid way to show that your engagement with your team goes beyond geography. Think about a home office supply kit, so that they can work comfortably, or a self-care box to encourage them to get up from the desk and stretch their legs, take some time for thought, or engage in a little self-compassion.



Employee gifting ideas



4. Create a culture of appreciation

Obviously, this is connected to employee retention, but company culture is a great way to ensure that you're standing out for all the right reasons. And your company culture lives and dies depending on how your staff feels in the environment, and how they're encouraged to participate.

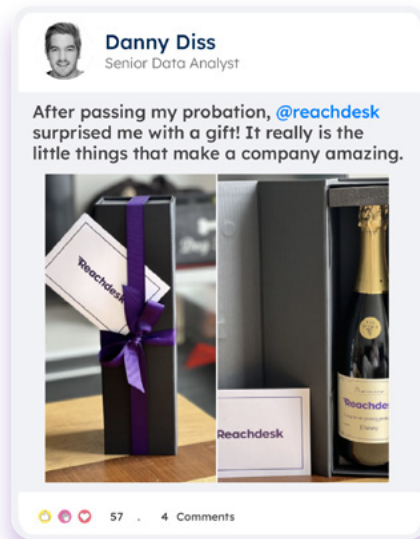
Which is no mean feat. After all, engaging a small team of people might seem relatively simple, but as your team grows and, with hybrid working, potentially disperses, how do you drive home your company culture?

By delivering to your employees the way you want them to deliver to clients. Wanting to drive surprise and delight? Then consider rewards, perks, and gifts that clearly express your appreciation for all their hard work.

Employee gifting ideas: Create a culture of appreciation

Play 7

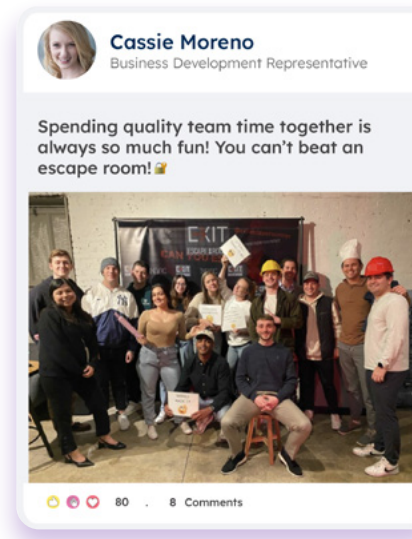
Reward achievements



Consider a “congratulations dinner” if you know people have been working hard to get something over the line. Food isn’t the only answer, but it’s a great way to show how much you care about your employee’s wellbeing!

Play 8

Spend quality time together



Is your company more remote than office-based? Employee gifting is a solid way to show that your engagement with your team goes beyond geography. Organize a fun virtual activity like a cocktail-making class or a magic show that brings your hybrid team together. Make sure that anyone joining remotely gets a special treat delivered to their home.



Employee gifting ideas



5. Stand out from competitors

Gone are the days when the top salary would get the top talent. A [2021 McKinsey report](#) highlighted that employees crave investment in the human aspects of work just as much, if not more, than the financial gains from working. This has been backed up by the Harvard Business Review which found that while salary is an important consideration, people care more about [a sense of meaning and inclusion](#) at work than they do about monetary rewards.

So to come out on top, and get the best person for your business, it's important to show that you care about your employees and are invested in their long-term success. By sending a personalized gift, you have the opportunity to show off a little flair and creativity, while also showing that you understand what motivators matter to them and how your business can meet their needs.

Employee gifting ideas: Stand out from competitors

Play 9

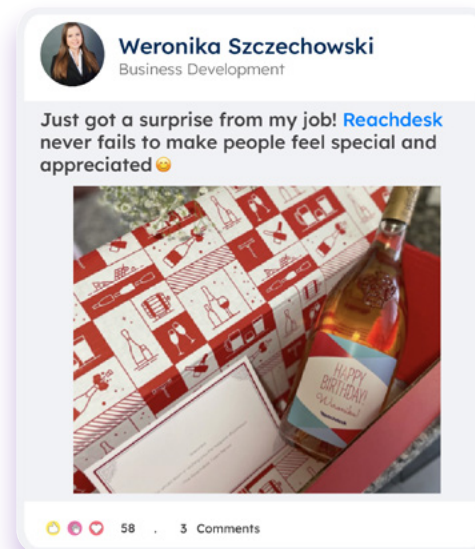
Spread the holiday cheer



Holidays are always a good time to say thank you with a gift. Mark key religious celebrations such as Christmas, Hanukkah, Diwali, or Eid with a personalized pampering kit! Remember, particularly if you have an international team, to think beyond the Christian festivities and celebrate the occasions that matter to your people.

Play 10

Gift to surprise and delight



The best gifts are unexpected, and nothing beats getting a surprise box at your door on a Thursday afternoon. Building in the 'just because' gifts is a great way to showcase that your company cares most about its people.

The employee gifting lifecycle

By now we're hoping that you're on the same page as us when it comes to the awesome potential of corporate gifting for your employees.

"But when do I actually send the gifts?" you might be wondering to yourself, and we're so glad you asked.

There really isn't a bad time for corporate gifting, as far as we're concerned, but there are definitely times and situations that lend themselves more naturally to the gifting process—and will allow you to experience an immediate benefit. Here's how we think about gifting throughout the entire employee lifecycle:



The employee gifting lifecycle

continued



Recruitment

When it comes to recruitment, it's vital to remember that the interview process works both ways. They interview you for the best fit just as much as you're interviewing them. And with all the best will in the world, the process of interviewing can often be long, drawn-out, and stressful.

This is where employee gifting can help. Sure, we're talking about prospective employees, but give them an inkling into how you perceive the world around you. Looking to intrigue passive talent? Why not send over a coffee voucher for a virtual chat or initial interview?

Asked them to perform a task, or assemble a presentation? Why not consider a voucher for some brain food, to show how much you appreciate their time and effort going into the process.

Gifting can even work for the candidates who aren't ready for you right now. Even if they're not exactly what you're looking

for at the moment doesn't mean they won't be in the future. Leave a sweet taste in their mouth with a little gift that says *"Thanks for your time."*



Onboarding

For a lot of People and HR teams, onboarding new employees is the best part of your job when you can see the fruits of your labor! While you're setting up training, meetings, tech requirements, and why not let your newest employee in on the excitement?

A company t-shirt, laptop case, water bottle, notebook, backpack... depending on your industry, send them a little "welcome pack" that helps them feel part of the team from Day 1. Can you think of a better way to help maintain their energy levels and excitement for joining the crew?

The employee gifting lifecycle

continued



Rewarding achievements

While employee gifting can really cement an open and giving company culture, it's important to make sure you're not just relying on a one-and-done moment. While it's great to woo new staff members and onboard people with gifting, it's just as crucial to recognize the hard work of your team members.

Had someone smash a target, complete a demanding project, or land that elusive client? Then don't forget that a gift can help show the appreciation of the company in a way that respects the individual person for all of their work. You'd be amazed how well a personalized bottle of champagne can go down!



Celebrating milestones

Then we've got the day-to-day moments, all of which can be a great opportunity to indulge in some employee gifting. So why not consider marking workiversaries (that's a work anniversary) with a special gift that says thank you for all you've done?

Birthdays to anniversaries, engagements, moving houses or celebrating a birth, or even personal milestones (such as running a 5k or graduating from a course) are all great opportunities for your business to show that you think about your employees as entire human beings and care about their wellbeing alongside that.

Top gifting tips for People and HR teams

We hope by now that you're champing at the bit to engage in a little employee gifting and to reap the benefits accordingly. However, it's important to remember the importance of timing, personalization, and the importance of delight when gifting.

Luckily, in today's HR world it's easier than ever to make sure you're sending the right gift to the right person at the right time.

1

>> Automate your gifting

We all know that when it comes to getting everything done in a day, a to-do list can feel like a never-ending feat. When we talk about personalization, it can feel like you're adding another element to your to-do list.

Here's where automation can help you reap the benefits of gifting and turn it into an efficient, easily managed process. Rather than relying on reminders, automation helps you keep your tasks on time.

How does it do this? By cutting out time spent chasing up vendors, organizing shipping, tracking and problem-solving, and ensuring timely delivery. Using a gifting platform frees up your time to focus on getting the right gift, to the right person, at the right time—and everything else is handled automatically for you.

Top gifting tips for People and HR teams

2



Integrate with your employee management software

Once upon a time, an HR person had to have detailed notes on all team members to ensure that you didn't miss an important date or event.

With the advent of HR software like Hibob, Workday, and BambooHR (and platforms like [Reachdesk which easily connect](#) to them) it's never been so easy to automate various employee touchpoints and connect them to your employee gifting strategy.

Some automatic touch points you might want to consider incorporating with your HR software, to take the guesswork out of timing:

- When a contract is signed
- To celebrate a workiversary
- Make sure you never miss somebody's birthday

3



Measure the success

When it comes to measuring the success of gifting, there are several ways that you can assess the success of your employee gifting initiatives.

- Employee engagement scores, or eNPS scoring
- Comparing your retention rate from before and after
- Soliciting feedback and asking for input from teams

It's also a great way to make sure that your employees understand that gifts are given fairly and equally across the team—it's not about playing favorites, but instead allows you to create a culture of openness and celebration of your team.

Top gifting tips for People and HR teams

4



Personalize, personalize, personalize

Corporate gifting aims to showcase how well you know and understand the person you are sending the gift to. We all know the feeling when someone gives you something that feels tokenistic or impersonal—and this can do far more damage than good.

Think about what your employee is interested in. There's no point sending a cocktail kit to someone who doesn't drink, or a pasta kit to someone who is gluten intolerant. All this does is show that you're not, perhaps, paying as much attention as you might.

Personalization can be as simple as putting their initials on a water bottle in their favorite color or sending them a gift hamper or candy box with their favorite sugary snacks inside.

5



Always be timely and relevant

It's essential to consider the timing of your gifting. Sending a birthday gift three months after the fact might be less than welcome. Or sending a workiversary gift when someone has handed in their notice might be seen as poor taste.

Ask yourself two key questions: will this gift have meaning to the person who receives it? And, is this gift appropriate? If the answer to both is yes, then gift on!

The power of choice

Of course, when it comes to working with a group of people, you're not dealing with a monolith. One of the key benefits of employee gifting is the potential to offer choice to your team so that they can pick something they really want, rather than something that might end up gathering dust.

We've all had the experience of a gift feeling more like a token gesture, and often this is where corporate employee gifting can fall on its face. The good news is that there are many ways you can ensure that you're giving people something that really matters to them—or allowing them the chance to choose for themselves.

Ask them

It might seem like a bit of a no-brainer. If you're stuck on how to get your employee gifting on track, there's an easy solution: ask your team.

- Send out a survey that asks people their thoughts on corporate gifting, and don't be afraid to ask what they DON'T like. This is a great time to also find out if there are events/ times in which people would appreciate a

gift more than others. Oh, and if you're worried about getting people to fill in the survey? Try scheduling 15 minutes in their diary, sending them a voucher for a cup of coffee to enjoy while they fill it out.

- Store the results of the surveys in your HR software, so that you have a record to refer to. You might find, for instance, that somebody wouldn't like to receive flowers during a hard time in their life, and that can help stop you falling into rocky territory by forcing something on the unwilling.
- Don't forget to ask preference or health-driven questions. By doing so, you're less likely to send a batch of fresh-baked brownies to someone who is gluten intolerant, or a cheese box to someone who cannot consume dairy.

The power of choice



Keep it simple

A feature in [Entrepreneur](#) found that 56% of employees did not like the gifts they received from their company and that they didn't properly reflect their contribution to the company. Nightmare, right?

And while it might feel less personal to present a gift voucher, or a choice of gift, if you have a wide team with diverse interests, doesn't it make more sense to allow people something they might actually enjoy?

The joy of automated gifting is that you can stay clear of the tricky subject of the monetary value of a voucher, and instead allow people to pick a gift for themselves that they want or will bring them happiness, and as far as we're concerned, that's the ultimate reason to gift!



Charitable gifting

Personalization is one of the key elements of gifting, and that often means aligning with your employee's values. 2019 research by [The Charities Aid Foundation](#) found that 57% of people believed that donating to charity boosted employee morale, and 48% believed that companies who facilitated this kind of support for charities and good causes were better employers overall.

Combine this with the fact that employees increasingly care about working at a place that shares their values, and the growing awareness of millennials and Gen Z to corporate responsibility, you might find that charitable gifting helps to boost and elevate your corporate gifting game.

Wrapping up

At the end of the day, gifting in the workplace is no different from gifting in your everyday life. Put the individual at the heart of your process, consider their needs and tastes!

For help and support, and if you have any questions, get in touch with us at hello@reachdesk.com.

[Request a demo](#) to find out how Reachdesk can help you deliver moments that matter at scale.



reachdesk.com

Reachdesk for People is here!

Attract top talent, boost employee engagement, and celebrate your people with personalized employee gifting at scale.

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