

Build a Better Budget, Give Better Gifts

Employee gifting is a critical culture building tool. **The ROI is undeniable.**

But how much should you invest? Are you accounting for all of the hidden fees and expenses when you create your employee gifting budget? What are the costly mistakes to avoid?

Use this handy tool to build (or audit) your employee gifting program, avoid costly blindspots, and ratchet up the culture-wide impact of every gift you give this year. Let's crunch some numbers – it's our gift to you!



NAME THE BASICS

Effective gift-giving is always consistent and meaningful. When looking at your budget, start with the basics:

① Calculate the number of recipients.

Gift value can vary by seniority and responsibility. Create a list of total employees, divided into relevant gifting groups or categories.

EXAMPLE:

Meet CT&K Coffee Distributors. They have **250** employees.

② Determine which milestones you'll celebrate.

- | | |
|---|--|
| <input checked="" type="checkbox"/> Anniversaries | <input checked="" type="checkbox"/> Incentives |
| <input checked="" type="checkbox"/> Birthdays | <input checked="" type="checkbox"/> Life events |
| <input checked="" type="checkbox"/> Cultural holidays | <input checked="" type="checkbox"/> Anything else you want to include! |
| <input checked="" type="checkbox"/> Bonuses | |

EXAMPLE:

CT&K Coffee celebrates birthdays and yearly anniversaries and gives an annual bonus. They give **750** gifts/year.

Unpredictable life events are a challenge to budget. Decide which, if any, require a gift: e.g. babies, celebrations of life, marriages, etc. Depending on what's included, begin budgeting 20% per year (e.g. 250 employees = 50 life events). Evaluate for accuracy at the end of each fiscal year.

CALCULATE THE COST

Once you know what you celebrate, get specific. Employee gifts typically cost between \$25–\$100. The total spend on gifts should represent about 0.05% of your employee costs.¹

③ Name the base price for each gifting category:

Anniversaries: \$ _____ Bonuses: \$ _____

Birthdays: \$ _____ Incentives: \$ _____

Cultural holidays: \$ _____ Life events: \$ _____

④ Budget for additional costs.

Don't forget to add these additional oft-missed items! In some cases, they can account for up to 25% of the cost. That's 10-15% for foreseeable costs and taxes, and an additional 10% for the inevitable unknowns. Yikes!

- + Shipping
- + Storage
- + Procurement
- + Minimum orders
- + Inventory holding costs
- + The unexpected
- + Taxes

Let's try that again with PerkUp.

Ready to minimize those additional costs?

- ✓ No minimum orders, no storage, no procurement, no hidden costs
- ✓ Lower shipping costs

PerkUp offers individualized gifts that meet your budget by utilizing local gift options, low shipping fees, and self-selected gifts. PerkUp offers true value that doesn't gobble up your budget.

EXAMPLE:

CT&K Coffee determines the total cost of employee gifts with this formula:

Number of recipients
x Base prices for each
celebrated milestone,
totalled

+ Additional costs
(15% with PerkUp,
25% without)

By celebrating birthdays, anniversaries, and yearly bonuses, CT&K generously gives their team a total of **\$48,750** each year.

Adding **25%** to account for additional costs brings their gift budget to **\$60,937.50**. That's a lot of money spent on, well, NOT gifts.

With PerkUp, CT&K would drop that **25%** closer to **15%** and bring their total down to **\$56,062.50** – leaving room for more celebration, more value, and gifts people *actually* want.

SPEND BETTER

Put your budget to work with PerkUp's efficient, effective, and meaningful gift giving system. Your team, and your budget, will thank you!



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