



# HOW TO ROCK Holiday Gift Giving

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## Giving Gifts Makes a Big Difference

Every year, your organization's leadership has multiple opportunities to recognize staff with great gifts. Employee anniversaries, promotions, and life milestones are all gift worthy events! The best part? Employee gifting is a relatively easy way to make people feel seen and cared for, the impact of which may reverberate throughout the company all year long. Check out the impressive **ROI of Employee Gifting** to see what all the fuss is about.

### 41%

of companies found  
**giving gifts improved  
retention.**<sup>1</sup>

### 57%

of the employees said  
they're **more likely to  
be loyal to a company**  
that provides gifts to  
employees.<sup>2</sup>



When the holidays roll around employee gifting (or lack thereof!) can feel even *more* significant to your staff. This year, employers can either step up and shine, or become the Scrooge of the holiday season.

You might think no one will notice, but...

**59%**

of the employees said they're **more likely to stay at their jobs** if they receive meaningful holiday gifts.<sup>3</sup>

**45%**

of employees ages 30-44 **expected a gift** during the holiday season. Younger employees have higher expectations around holiday gift giving.

**52%**

of employees **preferred recognition or appreciation** over cash gifts.<sup>5</sup>

In today's job market, employee engagement and recognition (aided by great gift giving!) is more important than ever. We invite you to take this ho-ho-holiday opportunity to show AND tell your employees they matter!



## The TikTok Test

What will your employees be posting on TikTok or Facebook or Instagram when they receive their holiday gifts this season? Will they be sharing uber-excited unboxing videos? *You'll-never-believe-what-I-got* stories? Perhaps they'll post photos of themselves with their new gifts and some "I'm so lucky to work here" sentiments?

Or will these gifts leave them feeling uninspired with nothing to say?

Maybe it will be something even worse... could your corporate gifts leave staff feeling unseen, unappreciated, or misunderstood? This happens more than you'd expect: 37% of employees have **felt undervalued** based on gifts they've received.<sup>6</sup>

We're here to help ensure you've got everything you need to ALWAYS give gifts that delight - starting this holiday season.



# Our Favorite Gift Giving Practices

Implement these simple employee gifting best practices to make sure your gifts inspire, everytime.

## BEST PRACTICE #1:

### Give Holiday Gifts

Wow. No brainer, right? But it's where we need to start because **72% of employees didn't receive a holiday gift last year.**<sup>7</sup> That means most employers missed the mark and, therefore, missed the impact gift giving provides - remember, we're talking about improved loyalty, retention, productivity, and more.

#### START HERE:

- ▶ If your organization does not currently give holiday gifts, it's time to change that! Use our **Budget Builder tool** if you're unsure where to start or how much to spend.
- ▶ Nail down your gift giving strategy as early as possible. We recommend starting your holiday gift planning in September or October. If you're thinking about branded swag, start even earlier.





## BEST PRACTICE #2:

# Set Up Systems of Merriment (for you, too!)

Good systems make everything easier. Great systems enable you to source, order, arrange, personalize, and ship great gifts that arrive on time. Don't start from scratch every year and don't suffer under the weight of holiday expectations. Instead, set up a stellar system that will keep YOU and your employees delighted all year long!



## START HERE:

To create a system that works for your HR team, start by asking these questions:

- ▶ How will you source, order, and otherwise keep gift purchasing organized?
- ▶ Who will manage details, customization, cards, packing, and other logistics?
- ▶ How will you verify addresses and manage shipping?
- ▶ How can you create real impact and excitement at the point of receipt?
- ▶ How will you monitor quality and ensure there are zero human errors at each stage in your process?
- ▶ How will you account for employees who are hired close to the holidays? (Tip: have provisions in place so that no one is left out of the holiday spirit!)
- ▶ What documents will you use? Who will create them? Who needs access?

Connect as early as possible with your team to discuss these questions and make a plan. If trying to manage that on your own is *\*too much\**, invest in an employee gifting system like PerkUp, that handles sourcing, selecting, and shipping the perfect gift for every team member. PerkUp's platform takes the guesswork out of gifting with proven systems and processes that make the holidays feel merry and bright for everyone.



## BEST PRACTICE #3:

# Choose Wisely

Generic gifts are a thing of the past. Today, recognition and personalization matters more than ever. That's why organizations big and small are finding ways to be super thoughtful with their holiday gift giving.

To show your teams just how much they matter, take the time to source gifts they will LOVE.

27%

of employees said **personalization** would improve their employers' gift giving.<sup>8</sup>

68%

of people said they **prefer a gift they can pick out themselves.**<sup>8</sup>



## START HERE:

- ▶ Find time to connect with team managers to learn more about staff's families, lifestyles, interests, and preferences.
- ▶ Be thoughtful with gift selection and sourcing. Look for gift options that require low minimum orders. This enables you to best match gifts with individual employees. (We promise, this extra effort is where the magic happens!)
- ▶ Check out our annual **Holiday Gift Guide** to find perfect gifts for all of your employees, all in one place.
- ▶ If individualized gifts aren't an option, get clear on what might feel like a unique gift from your unique company. Ask yourself:
  - What is our vision and mission? How might that be communicated with a gift?
  - What gifts are aligned with our culture and values?
  - What has been our theme or focus this year? How can we express that with a gift?
  - What has been a hit in the past? What didn't go over well?
  - What are the hottest gifts of the year? What is the internet buzzing about?
- ▶ Finally, remember you aren't actually Santa and you likely can't know exactly what is on their list... but *they* do! Consider allowing employees to each choose their own gifts for all the impact and none of the risk.



## BEST PRACTICE #4:

# Bring International Delight

The holidays are a time to gather, celebrate, and spend time with those we love. In the workplace, capturing this spirit of celebration and togetherness is getting increasingly more complicated! WFH, hybrid workforces, international talent, teams of trusted freelancers – these folks all need to be recognized during the holidays, whether or not you get to see them in person.

Make sure that everyone – and we mean *everyone* – receives a gift of equal perceived value and thoughtfulness, ideally distributed at the same time.

## START HERE:

- ▶ Be culturally sensitive and considerate of team members who live in other countries. **Think:** what gifts would be most useful, desired, or welcomed by these international team members?
- ▶ Be mindful that **some gifts are very hard to get into everyone's hands** (those yummy, much-loved gourmet meat and cheese boards, for example). Make a plan for your international folks in advance so that no one feels left out. Consider domestic sources local to recipients for the most impactful present.
- ▶ **Shape up your international shipping plan.** Shipping can be the bane of employee gift givers everywhere! Be sure to calculate the full costs for international shipping and understand all relevant shipping windows and cut off dates before it's too late.
- ▶ Use our **Simplify Global Gift Giving** eBook to get the full scoop on global gift giving best practices that remove the complications and all but guarantee delight.



# 'Tis The Season

Gift giving at the holidays can deliver moments of real magic and meaningful employee recognition. With the right planning and systems in place, it can be an incredibly powerful time of year. Seize this opportunity, made simple with PerkUp, to delight your team and foster an even-better workplace culture.

So what's your holiday plan? What factors need to be considered? How will you go from giving rote gifts to a meaningful exchange?

Talk to the gifting experts at PerkUp today to unlock next-level recognition that's a gift for everyone involved!

**GET STARTED**



1 [perkupapp.com](https://perkupapp.com)

2 [mrsprindables.com/blog/the-2021-22-employer-gift-giving-report](https://mrsprindables.com/blog/the-2021-22-employer-gift-giving-report)

3 [businesswire.com/news/home/20211103005416/en/Snappy-Study-Reveals-Holiday-Gifts-Directly-Impact-Employee-Retention](https://businesswire.com/news/home/20211103005416/en/Snappy-Study-Reveals-Holiday-Gifts-Directly-Impact-Employee-Retention)

4 [mrsprindables.com/blog/the-2021-22-employer-gift-giving-report](https://mrsprindables.com/blog/the-2021-22-employer-gift-giving-report)

5 [businesswire.com/news/home/20211103005416/en/Snappy-Study-Reveals-Holiday-Gifts-Directly-Impact-Employee-Retention](https://businesswire.com/news/home/20211103005416/en/Snappy-Study-Reveals-Holiday-Gifts-Directly-Impact-Employee-Retention)

6 [mrsprindables.com/blog/the-2021-22-employer-gift-giving-report](https://mrsprindables.com/blog/the-2021-22-employer-gift-giving-report)

7 [businesswire.com/news/home/20211103005416/en/Snappy-Study-Reveals-Holiday-Gifts-Directly-Impact-Employee-Retention](https://businesswire.com/news/home/20211103005416/en/Snappy-Study-Reveals-Holiday-Gifts-Directly-Impact-Employee-Retention)

8 [gallup.com/workplace/236441/employee-recognition-low-cost-high-impact.aspx](https://gallup.com/workplace/236441/employee-recognition-low-cost-high-impact.aspx)