



Top 5 Gift-Giving Gaffs

HR MANAGERS MAKE

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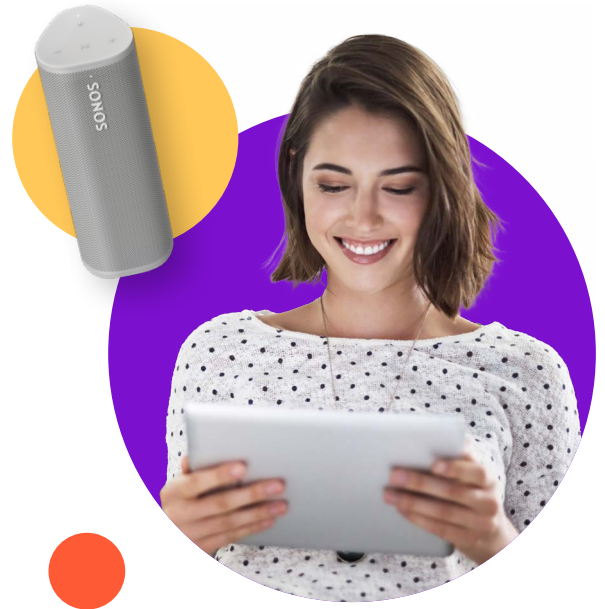
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The Power of Employee Gifting Programs

Employee gifting programs can improve employee retention, engagement, and performance.



41%

of companies found giving gifts **improved retention.**¹

57%

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

20%

of employees said that gifts helped them **feel more connected** to their employer.²

Thoughtful employee gifting – for work anniversaries, birthdays, work milestones, and personal milestones – shows employees that they are **seen**, **heard**, and **valued**. They go a long way in demonstrating your organization's values, building trusted relationships between employees, HR, and managers, and quite simply – in making your people feel happy and appreciated.

In today's workplace, moments and accomplishments deserve to be noticed and celebrated – just not by old-school plaques that are destined for someone's basement or bottom drawer. Let's unpack the **top 5 mistakes HR managers should avoid** when managing an employee gifting program.

¹ perkupapp.com

² mrsprindables.com/blog/the-2021-22-employer-gift-giving-report



Top 5 Gift-Giving Gaffs

As a champion HR manager, you are primed to want to deliver the best possible employee experiences – and employee gifting is no exception! You’ve likely experienced that some gifts hit, while others miss. Is it possible to create a program that provides top tier employee rewards every.single.time? Yes! It all starts by avoiding these key mistakes.



MISTAKE #1

Giving No Gifts At All

Oof. Right out of the gate, if you are NOT recognizing your employees with thoughtful gifts for important moments – especially their work anniversaries – you are letting the low hanging fruit of healthy workplace culture go to waste. People who feel valued do their best work. Each anniversary is an opportunity to demonstrate to each employee how important they are to your organization. Every time moments of recognition go unnoticed, one more tick gets added to the “no one would miss me if I quit” column. And when that column fills up, employees file out.

TRY THIS INSTEAD:

Good news! Anniversaries are *completely* predictable. Celebrating them simply takes good planning. Grab that low-hanging fruit and your calendar, and make a plan to recognize these anniversaries every month. With the right technology you can select gifts, personalize them, and schedule their delivery for the entire year within a few minutes.



MISTAKE #2

Giving Gifts Inconsistently

The foundation of good employee gifting policies is this: all for one, and one for all. Once you start, you have to keep going because nothing hurts morale quite like someone being forgotten. Consistency counts: gifts should be equal – whether in dollar value, choice, or personalization. If one person gets a note from the CEO, that goes for everyone. **Consistent gift giving creates a culture of celebration, recognition, and appreciation.** Inconsistent gift-giving can create division, encourage secrecy, and build a culture of comparison.

TRY THIS INSTEAD:

Determine which moments you'll be recognizing for all employees every year – think: work anniversaries, birthdays, holidays, etc. Use our Budget Builder to determine affordable, appropriate, and consistent levels of gifting that will feel relevant and exciting for all. Bonus: use a system that enables employees to have an element of choice in selecting the perfect gift for added impact!

MISTAKE #3

Relying on Inefficient, Outdated Systems

Employee gifting needs to work for employees, but it needs to work for you too! That means it can't be the *only* work you do. There's nothing manageable about thinking up a new gift for every anniversary, sourcing gifts, buying them, storing them, and then finally remembering to deliver them at the exact right moment. If your formal gifting program includes bulk purchases, generic gifts, and a far-flung, packed-to-the-gills storage closet, you're not alone. **Inefficient systems make gifting transactional, instead of transformational.**

TRY THIS INSTEAD:

Choose an employee gifting platform that supports your thoughtfulness. When the bulk of the work is automated, you can spend the bulk of your time creating highly personalized, uber-engaging experiences. Systems like PerkUp streamline the scheduling, fulfillment, and shipping of employee gifting. No minimum orders, no bulk buying, no storage required. This frees up your time to select gifts that demonstrate your organization's values, are perfectly suited to each employee's lifestyle and personality, and pair them with personalized notes and GIFs.



MISTAKE #4

Giving Gifts that Don't Resonate

Employee gifting provides a unique, effective, and relatively inexpensive opportunity to recognize employees and ensure they feel valued. They give your organization an opportunity to live out your values and demonstrate that you see your people as individuals, not numbers. Giving gifts that don't match the scope of the accomplishment, aren't relevant to the receiver, or don't capture the spirit of the organization are, frankly, wasted opportunities.

How do the gifts you currently give honor and communicate your organization's DNA? How do they create significant moments of "We see you and value you exactly as you are"?

TRY THIS INSTEAD:

The best gifts include an exact-right combination of culture and creativity. As you manage your gifting program, look for ways to select and personalize gifts (and deliver well-timed moments of recognition) that bring a smile, rather than a befuddled look, to the face of employees.

MISTAKE #5

Missing the Moment

Employee gifting is all about employee recognition. Being there at the exact right moment to say, "thank you. We see you. You matter." is the name of the game. Gifts need to be presented in a timely manner. A day late is too late. Staggered gifts that reach some employees before others erode the experience. Sending gifts to old home addresses leaves people feeling unimportant. Making employees work too hard to redeem their gifts often results in unredeemed, unappreciated gestures.

TRY THIS INSTEAD:

Employ a system that enables you to be ahead of the game, and consistently delivering gifts in the moment. Have an email waiting for them when they wake up on their birthdays. Time their work anniversary gifts to be delivered the moment they get back from a celebration lunch with their manager. Have their hand-picked parental leave gift in their hands on their last day of work.



The Best Gift Giving

Great employee gifting programs leave employees feeling recognized and appreciated. The world of employee gifting has transformed over the past 5 years with smart systems and intuitive platforms designed to help you deliver culture-building gifting experiences.

How can you create consistent, thoughtful gifting experiences without committing too much extra time?

How can you streamline and systematize gifting without losing the sparkle of personalization you're known for?

How can you optimize the gifting process for everyone involved?



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

 sales@perkupapp.com

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