



Three Secrets of  
**HOLIDAY  
GIFTING  
SUCCESS**



Get Gifting Done

- Make It Memorable
- Make It Last
- Make It Something they Want

Engage<sup>2</sup>Excel™

# The Value of Gifting

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An employee receiving an unexpected holiday gift can improve their perception of the company. The employee may feel that the company invests in them, which can **increase their loyalty and longevity with the organization.**

Your employees work hard all year long to meet and exceed the strategic goals of your organization. Their dedication deserves a celebration, and while recognition all year long is best, the holiday season is the perfect time to commend your employee's commitment to the organization.

A carefully planned and well-executed Employee Holiday Gifting strategy will provide the necessary employee morale boost, which is critically important as we coast into yet another year of the pandemic.

Throughout history, gifts have been given to express appreciation, demonstrate respect, build relationships and affirm loyalty. A gift also requires no immediate obligation from the recipient, and we are sure it will put a smile on their faces.

Corporate gift giving can be an enormous challenge. You may know exactly what a family member or friend wants for the holidays or their birthday, but knowing exactly what to give an employee as a gift is much more difficult. There are three secrets you can use to make your corporate gifting strategy successful.

## ✓ 1. Make It Memorable

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How you offer a gift can be as important as the gift itself. It is best to present gifts in person. If that is not feasible, make the gifting process simple, intuitive, and special for the recipient. Make sure packaging clearly ties your company to the gift and stands out from daily packages that might arrive. Using tissue paper in the packaging can make the delivery feel festive without gift wrapping the item.



## ✓ 2. Make It Last

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Durable items extend the emotional connection with the giver over time. While a gift of food may be appreciated, it will likely only be remembered for a short time. A more durable item reminds the recipient of the giver each time they use it.



## ✓ 3. Make It Something They Want

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From sweets to company swag or the latest trendy and practical items, make holiday gifting memorable for your employees. This season, celebrate and thank your employees for all they've done throughout the year with gift options they want.



*[Contact us](#) to learn how we can help make holiday gifts memorable, lasting and something your employees want.*