

Employee Holiday Gifting Checklist

Want to know what your employees really want for the holidays? Gift cards! They are the most-requested gift for the 15th year in a row, according to the National Retail Federation.

- Say goodbye to the stress of finding one gift for your entire company and hello to digital gift cards that you can purchase and send instantly. Gift cards are celebratory! Your employees will use them for guilt-free, fun, indulgent, memorable purchases. Allow your team to choose their own adventure. Part of the fun is deciding how to spend the gift card.

We took the guesswork out of corporate gifting this holiday season. We created the checklist below to help you get inspired and execute a holiday program your employees will love.



SET YOUR BUDGET

Decide how much you want to spend on each employee gift. You can avoid the activation and shipping costs that bog down your budget with digital gift cards. While these costs might seem manageable over a few employees, when multiplied over whole departments or even hundreds of employees or customers, they can become a significant leak in your budget.



PERSONALIZE YOUR MESSAGES

Write an authentic and personalized message to the entire team or each employee in addition to your gift or in lieu of one! Personalized messages and thoughtful gifts make a huge difference. They can improve productivity by 25%!¹ Express words of appreciation by simply telling someone what a great job they're doing and how much you appreciate them. Of course, you can and should make it more personal based on your relationship. Knowing your team definitely helps with this one, so be sure to tailor the feedback and the delivery to the recipient.



GIVE YOUR TEAM CHOICE

Instead of trying to make one gift fit everyone's taste, give your employees the ultimate power of choice. Runa Select lets employees pick from Runa's entire catalog with thousands of gift card options. Your employees can select a gift card of their choice or spread the value of their gift card **out over a number of different brands.**



THINK BEYOND THE HOLIDAYS

Use the holidays to kick off a year-round recognition program. So, this year, in addition to sending gift cards, consider investing in sustaining recognition programs to show your commitment to your employees, inspire them and help them feel valued and connected to company culture.

Whether you're looking to send out a single company-wide incentive or are setting up a long-term employee-recognition solution, Runa can help with the best employee gift card options.

Join companies including Vodafone and Samsung. Drive employee recognition and engagement with Runa's digital rewards platform. **Get started today.**

¹Fisman, Ray. "Forget About That Cash Bonus." Harvard Business Review, 4 Mar. 2013, hbr.org/2013/03/forget-about-that-cash-bonus.