

e-Book

4imprint®

2020

Guide to

employee gifts

Introduction

Employee gifts show gratitude. They celebrate milestones. They congratulate teams for accomplishments.

For something that holds so much importance, choosing the right gift can be incredibly difficult. To help you solve that problem, we're going straight to the source. We surveyed administrative professionals who often take on the role of selecting employee gifts for their organizations.

Through this survey, we learned a lot about employee gift-giving patterns and answered frequently asked questions including:

- Who receives employee gifts?
- Who gives employee gifts?
- When do organizations give employee gifts?
- How much do organizations spend on employee gifts?
- What are the challenges in selecting employee gifts?

Based on these findings, we've pulled together employee gift-giving ideas to help you make the most of your employee gifts in 2020 and beyond.



Giving employee gifts: Showing employees you care

When an organization gives an employee a gift, it makes a statement: We're glad you're here.

Nearly every employee gift also presents unique challenges: What gift should we give? How much should we spend? And who handles the research, distribution and decision-making process?

To discover how and why organizations give employee gifts, we went directly to the source, surveying hundreds of administrative professionals across the country to ask them how they make their gift-giving decisions.

In this e-book, you'll learn about the gifts organizations give their employees. We share which kinds of gifts they give the most, when they give them,

how much they spend, and what challenges they face in the process.

We hope that you'll learn something you can apply to your organization. Consider it our gift to you!



Kevin Lyons-Tarr, CEO, 4imprint, Inc.



Kevin,
with 4imprint
29 years

4imprint

Gift-giving





Gift-giving: Who receives employee gifts?

Gift recipients

Twice as many gifts were given to all employees vs. individual employees.



All Employees

36.4%



One Department or Team

29.1%



Multiple Departments/Teams

15.5%



Individual Employees

15.2%



74.7%
of respondents
give employee
gifts.

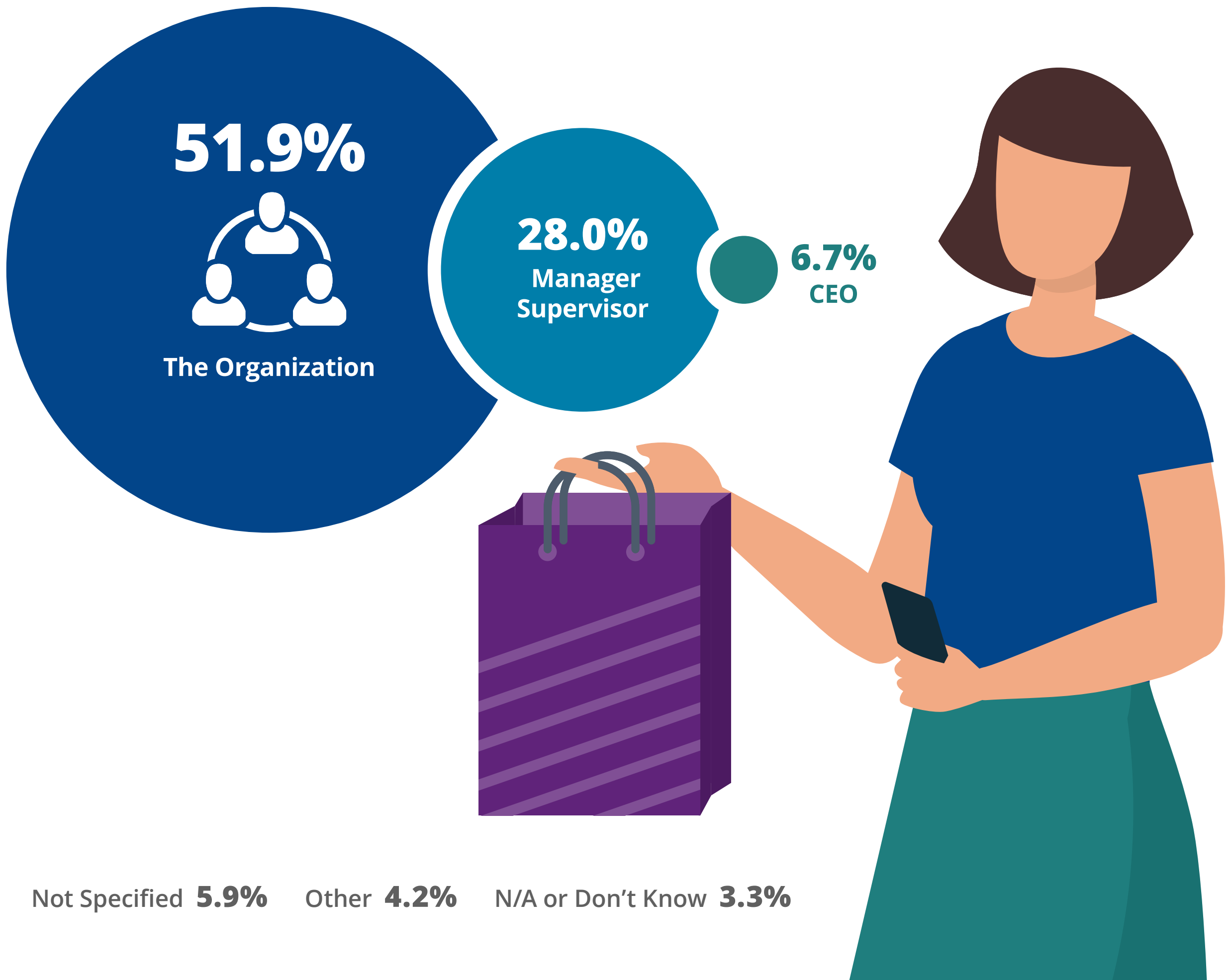
N/A or Don't Know **2.1%** Other **1.8%**



Gift-giving: Who gives the gifts?

The gift giver

More than half of staff gifts given are “from” the organization.



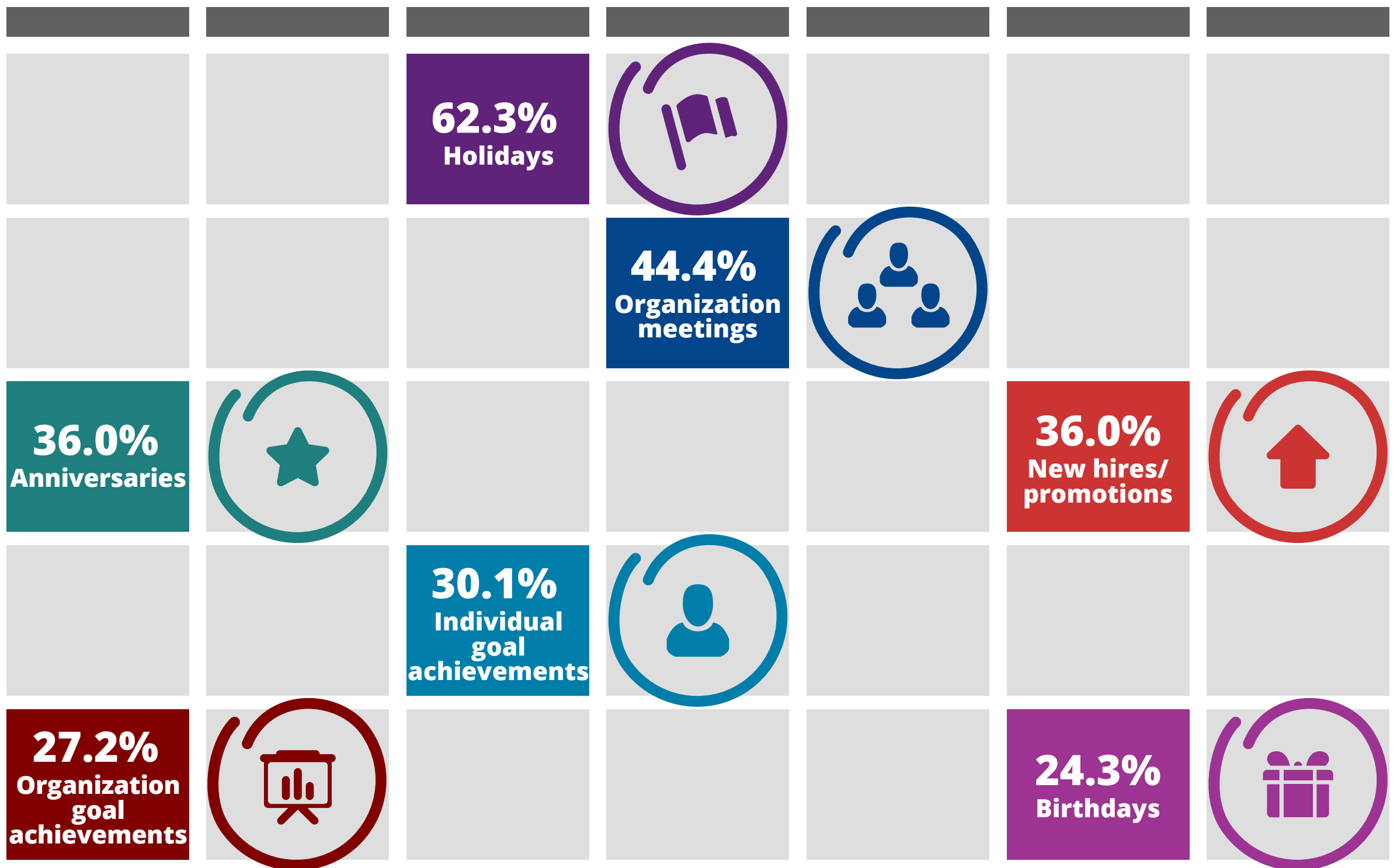
Not Specified **5.9%** Other **4.2%** N/A or Don't Know **3.3%**



Gift-giving: When does your organization give employee gifts?

Reasons to celebrate

The holidays are the most popular occasion for staff gifts.



Other **8.8%** N/A or Don't Know **0.8%**

Response totals exceed 100% because respondents were asked to provide multiple answers.



Gift-giving: What portion of the employee gift process do you coordinate?

Roles of administrative professionals in gift-giving

Almost two-thirds of administrative professionals are responsible for ordering and recommending gifts.



Ordering
63.2%

Recommendations
58.3%

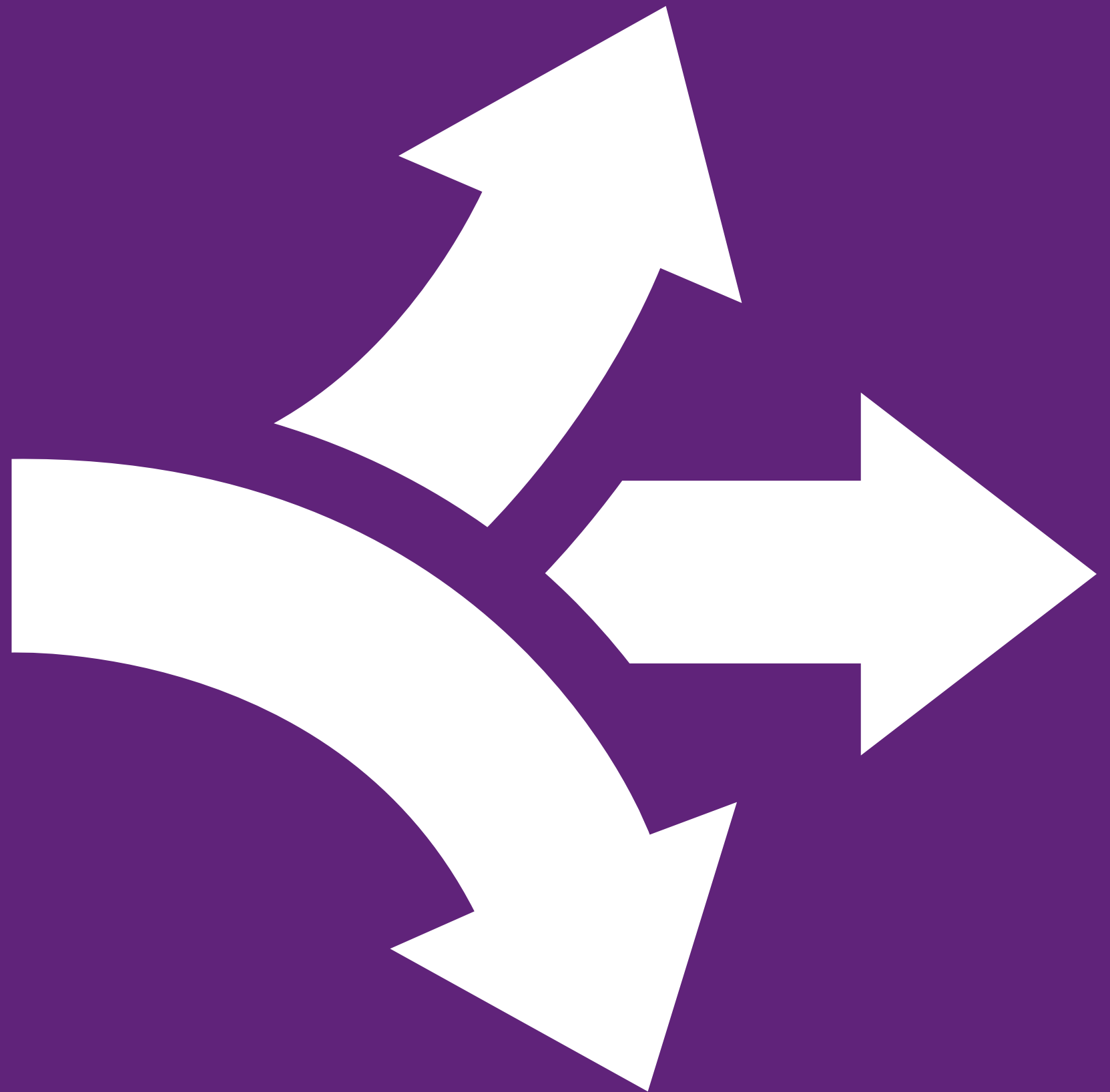
Distribution
47.1%

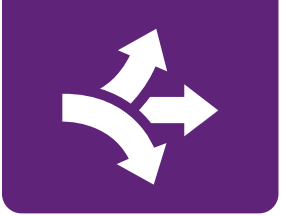
Research
45.9%

Decision-making
39.3%

None of the Above **7.4%** N/A or Don't Know **2.9%**

Decision-making

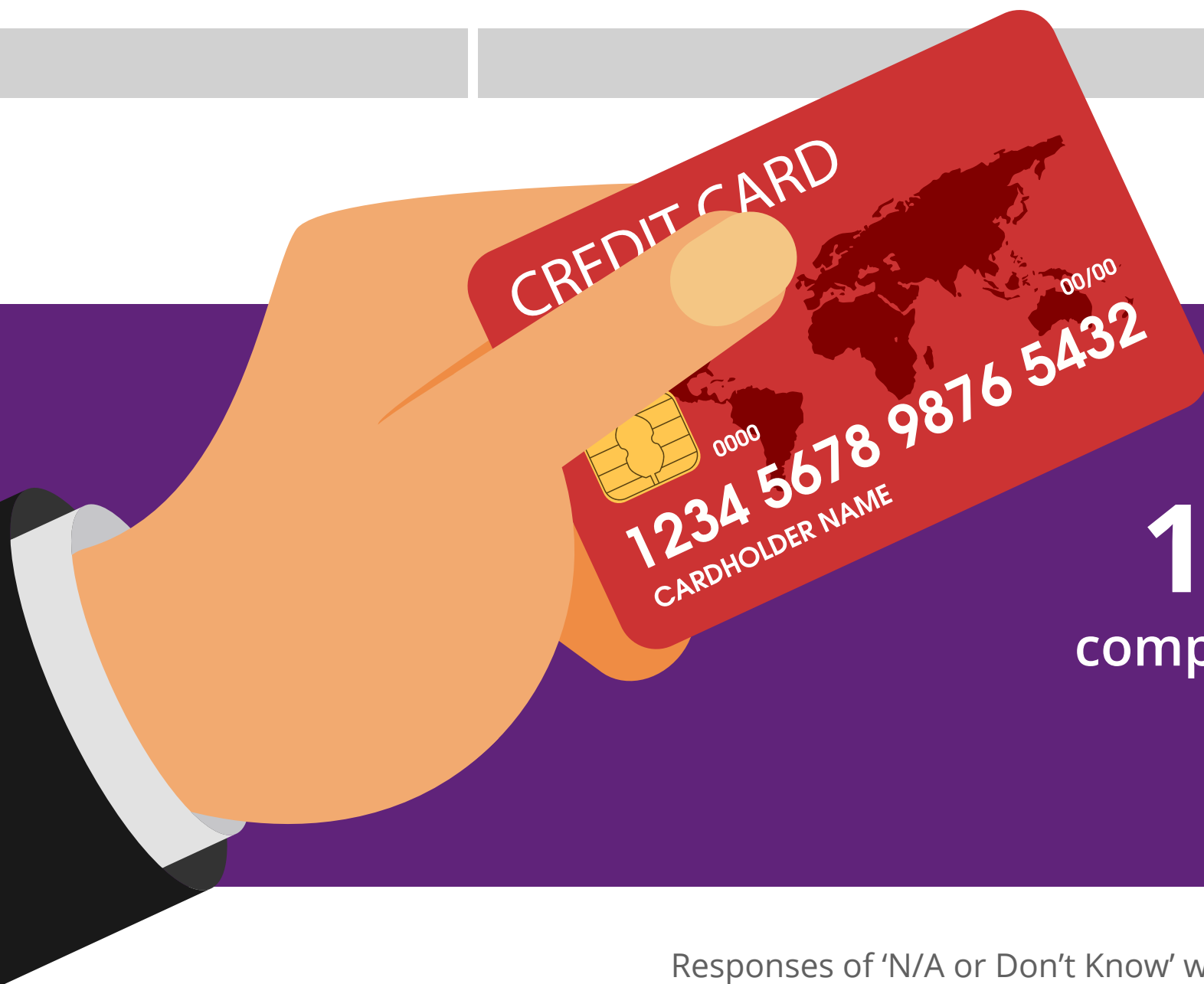
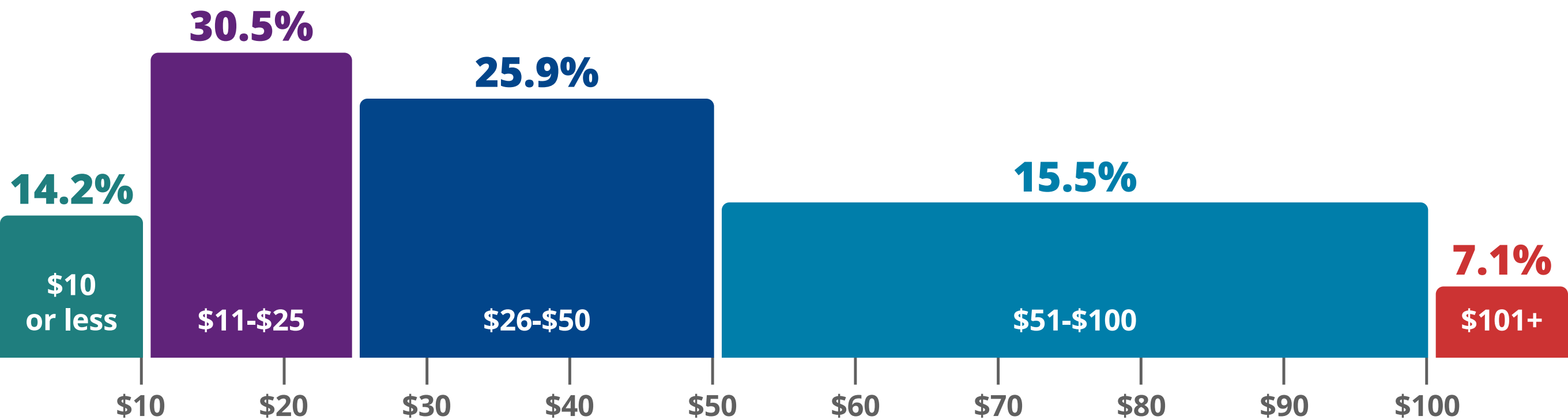




Decision-making: How much will you budget per gift for an employee?

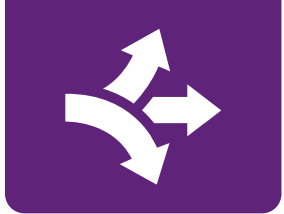
Employee gift budgets

Almost half of organizations spent \$26 or more on each gift.



1 out of 14
companies spends more than
\$100 per gift.

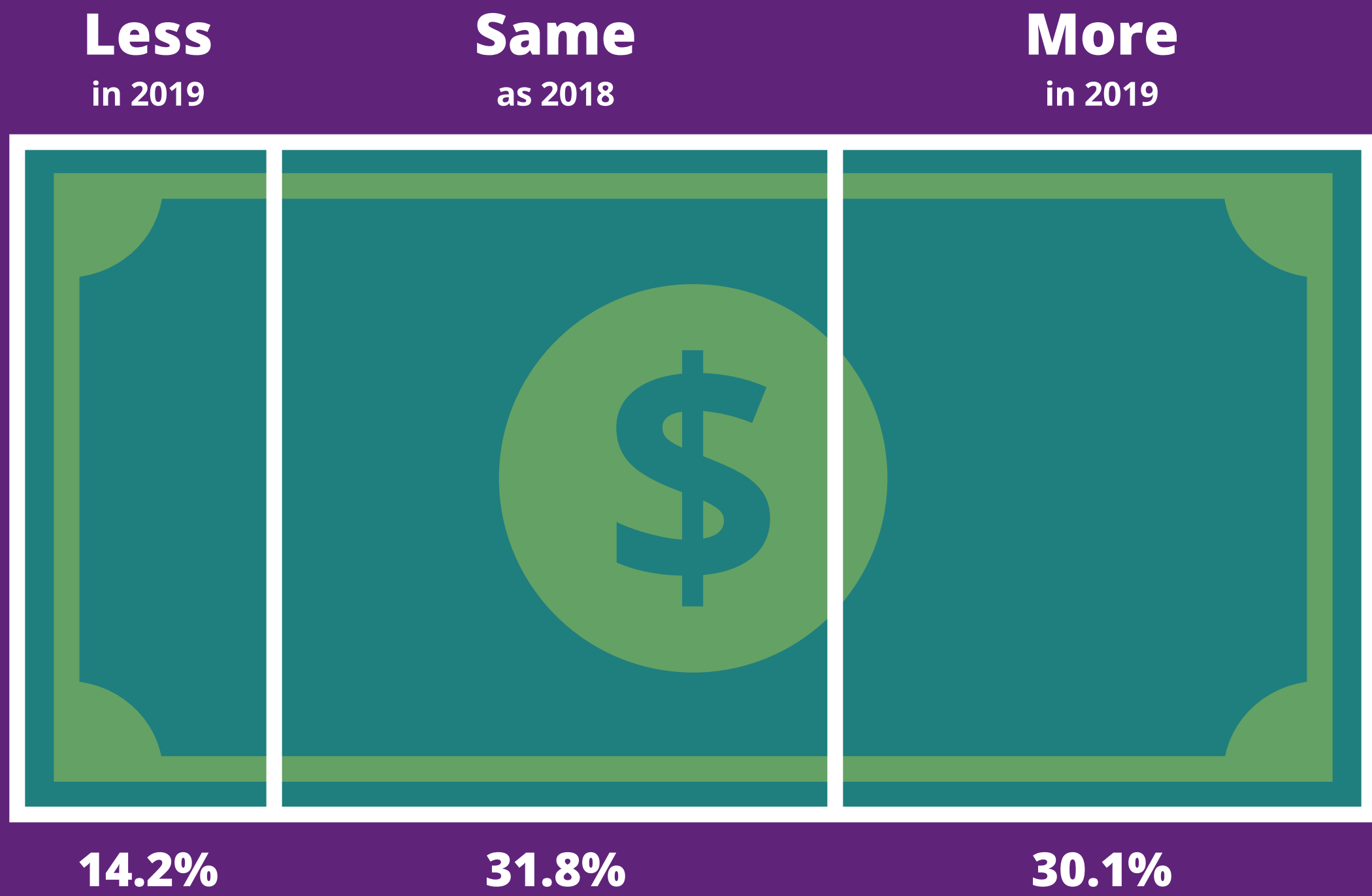
Responses of 'N/A or Don't Know' were removed.



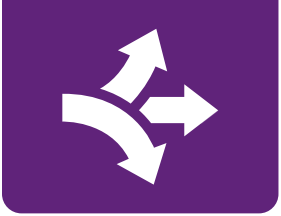
Decision-making: How has your per-gift budget changed?

Changes to employee gift budgets: 2019 vs. 2018

Almost one-third of companies spent more on employee gifts than they did in 2018.



N/A or Don't Know **17.6%** Other **6.3%**



Decision-making: What challenges do you face in choosing employee gifts?

Challenges in choosing employee gifts

More than two-thirds of organizations say finding a unique gift for employees is the biggest challenge.



Response totals exceed 100% because respondents were asked to provide multiple answers.

Employee gift trends

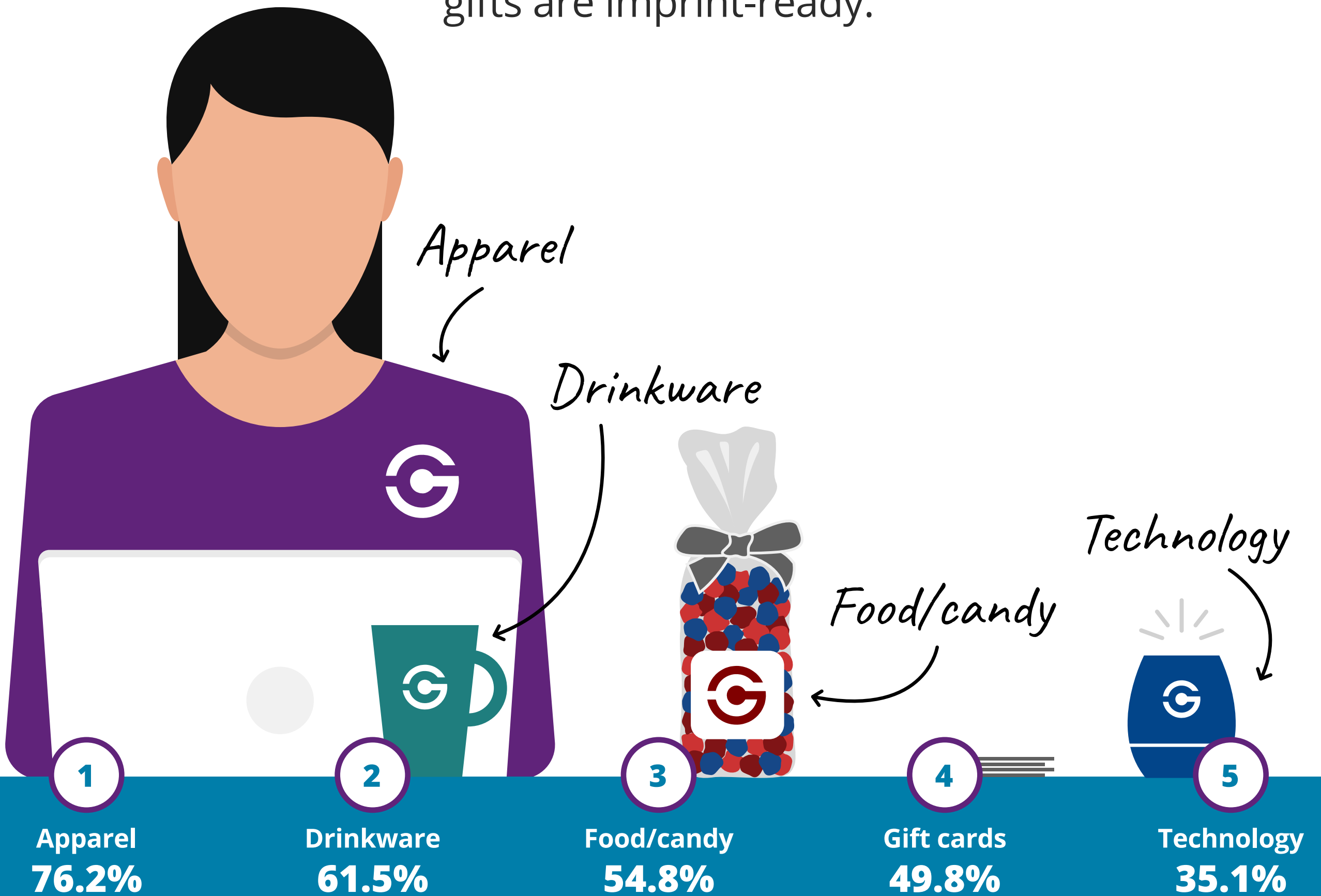




Employee gift trends: What types of employee gifts has your organization given?

Popular gifts

Four out of five of the most popular gifts are imprint-ready.



Other **10.0%** N/A or Don't Know **1.3%**

Response totals exceed 100% because respondents were asked to provide multiple answers.



Employee gift trends: Which promotional products have you used for employee gifts?

Top rated

The most frequently chosen promotional employee gifts:



Logo apparel

» Page 16



Logo drinkware

» Page 18



Logo notebooks/journals

» Page 20



Logo totes/bags

» Page 22



#1

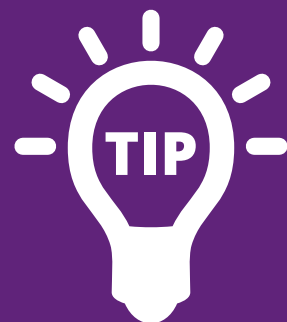
Logo apparel

- ✓ Most-offered employee gift
- ✓ Most-offered promotional product given to employees





Employee gift trends: Uses and ideas



Giving new employees apparel on their first day can help them feel like part of the team.



#118761
Silk Touch
Performance
Sport Polo



#120156
Crossland®
Soft Shell
Jacket

“Great jacket! Everyone was happy with them.”



#2

Logo drinkware

Nearly two-thirds
of organizations give drinkware
as an employee gift.





Employee gift trends: Uses and ideas



Give employees something they don't already have.
Look for unique drinkware options.

"My employees loved these so much..."

Brandy from Merrillville

#138131
Refresh®
Pebble
Tumbler
with Straw



#139237
Sherpa Vacuum
Travel Tumbler
and Insulator



#3

Logo notebooks & journals

Almost half

of respondents have used logo notebooks or journals as employee gifts.





Employee gift trends: Uses and ideas



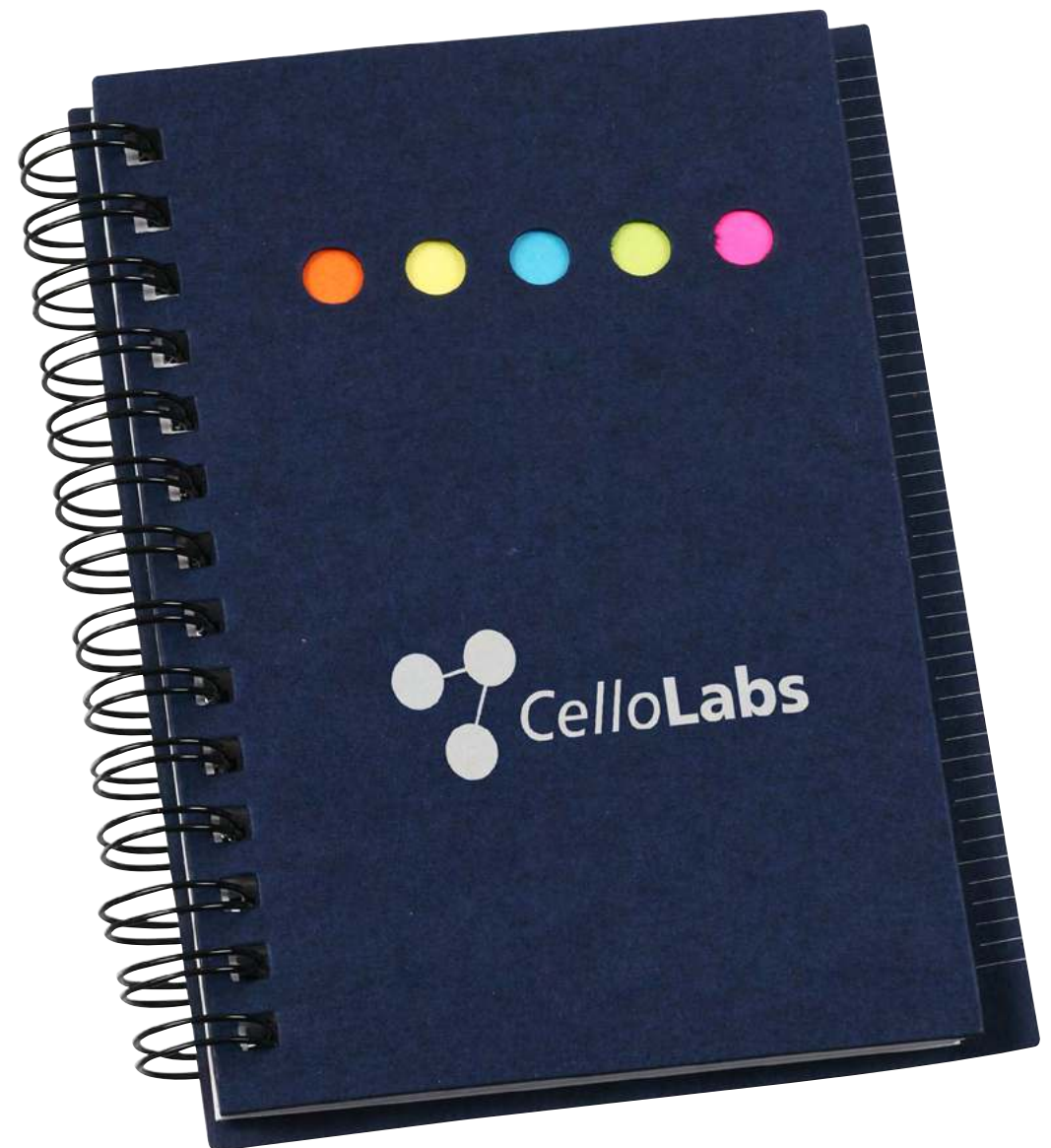
Pair notebooks with pens for a bonus branding opportunity.



#143914
Afton Custom
Notebook with Pen

“These were super handy and everyone loved them.”

Cheryl from San Bernardino



#116481
Mini Memo Book with
Flags and Ruler

“This was a good item and printing looked very nice.”

Brenda from Grand Island



#4

Logo totes & bags

Almost half
of organizations give logo totes and bags as gifts.





Employee gift trends: Uses and ideas



Employees will appreciate a bag that matches their work needs.



#147856
4imprint®
Heathered
15" Laptop
Backpack



#150209
Crosby Lunch Cooler Tote

"Perfect backpack for our team!"

Amy from Los Angeles



Employee gifts are a great way to show appreciation.



Methodology





Data collection methods

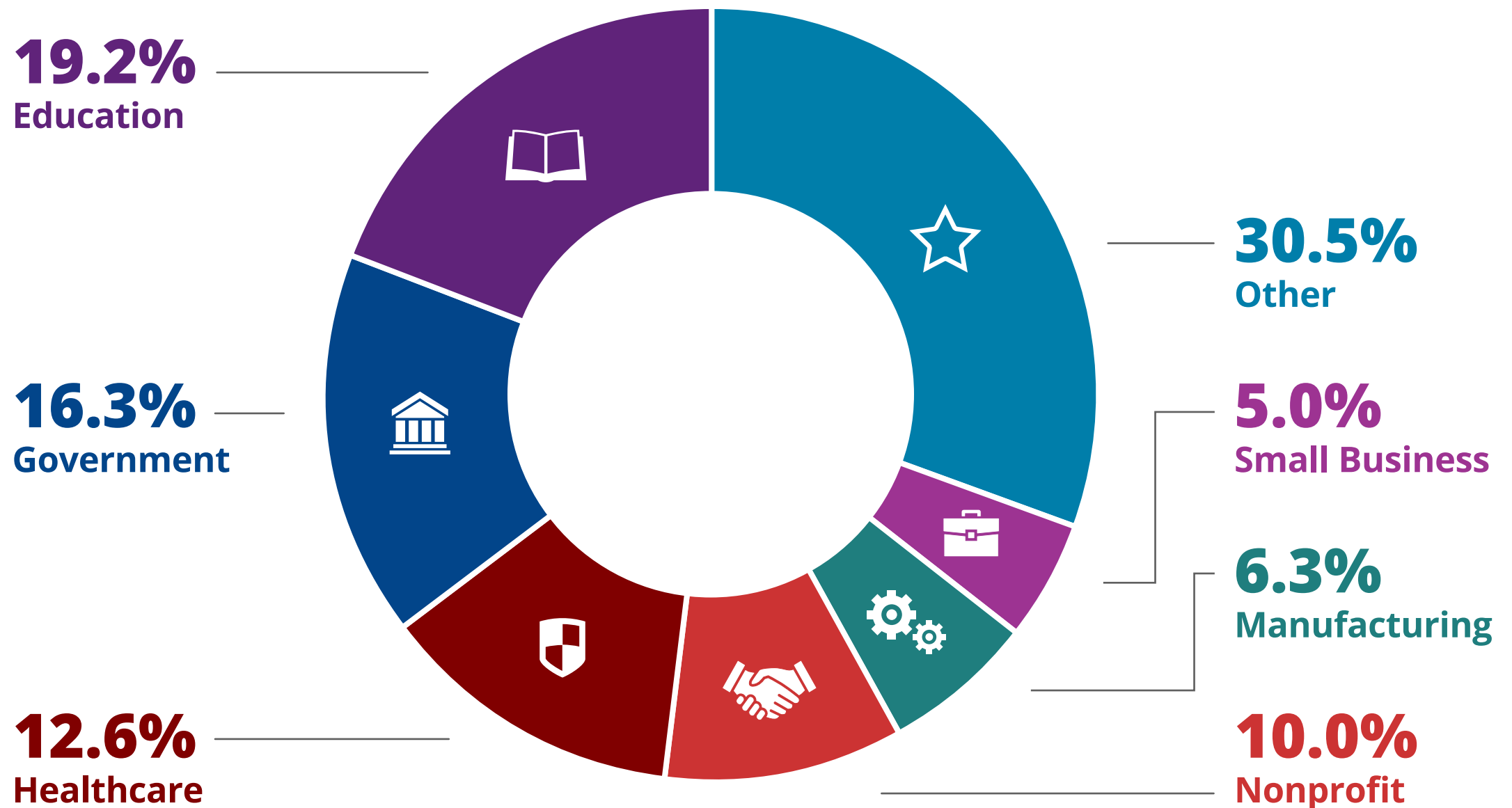
In an effort to better understand how and when organizations use employee gifts, 4imprint surveyed Administrative Professionals Conference attendees in September 2019 and an online survey panel in October-November 2019.

Of the 343 respondents, two-thirds (239) gave staff gifts. Unless otherwise stated, the data that appeared in this e-book is based on these responses.



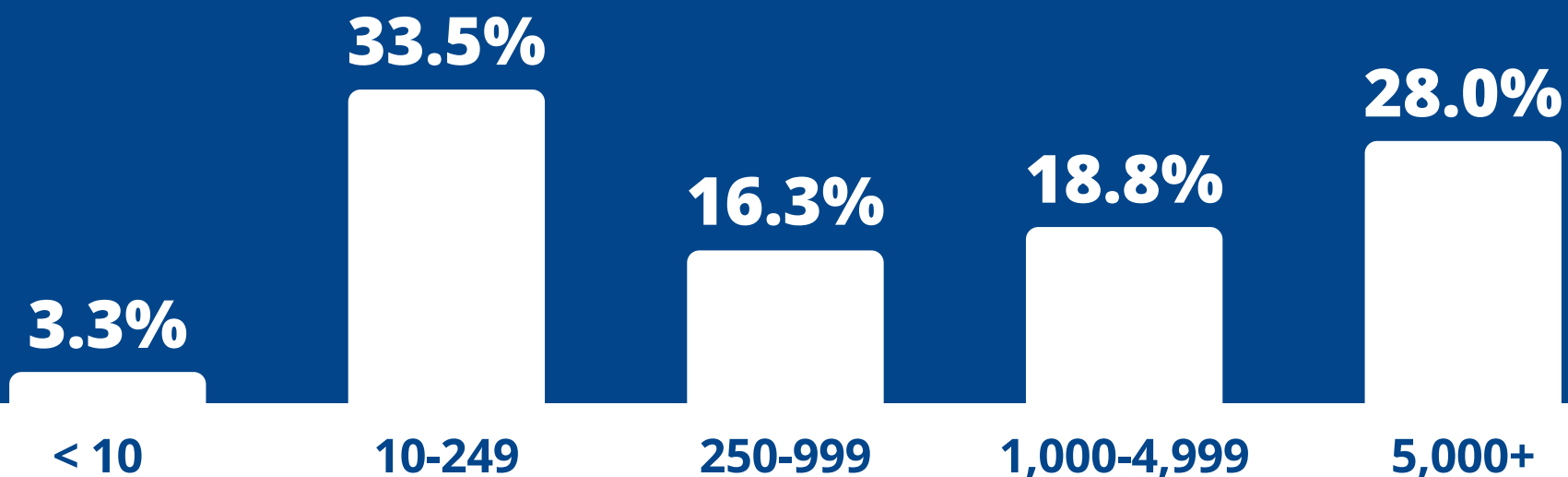


Respondent industries



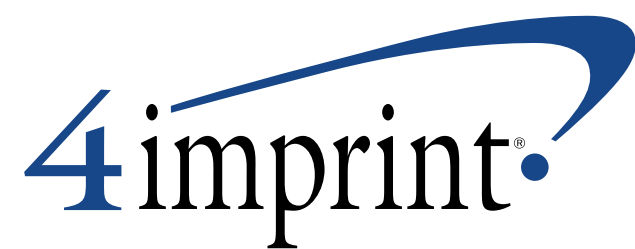
Organization size

(by employees)



Share your employee gift ideas.

Got a great promotional employee gift story?
Tell us! Email it with your photos to 4ideas@4imprint.com.



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