

HOLIDAY GIFTING PLAYBOOK

A GUIDE FOR MODERN TEAMS

85%
of employees
say holiday gifts
make them feel
more valued than
any other reward.

HAPPY HOLIDAYS!



Every year, teams are asked to do more with less—retain top talent, strengthen relationships, and celebrate people in a way that feels genuine, not generic.

Holiday gifting is one of the most visible moments where appreciation becomes real. Done well, it boosts morale, reinforces your values, and gives people a story worth sharing with friends and family.

Recent surveys show that most employees view holiday gifts as a sign of being valued, and more than half say they are more likely to stay with a company that invests in meaningful recognition.

This playbook is designed to help you turn gifting from a rushed year-end task into a strategic lever for engagement, culture, and client loyalty—without adding weeks of work to your plate.

From “Nice to Have” to Strategic Advantage



✧ Retention & Engagement

When holiday gifting is intentional and personalized, it reinforces appreciation programs you run all year. Employees who feel recognized are more likely to stay and report higher job satisfaction, especially when they receive a thoughtful, non-generic gift.

✧ Culture & Community

Gifting can act as a shared moment across offices, departments, and time zones. Hybrid-friendly gifts and on-site experiences help people feel part of the same story, no matter where they work, which supports stronger culture and connection.

✧ Brand & Client Relationships

For clients and partners, holiday gifts are branded touchpoints. Premium, on-trend products and curated experiences reflect your standards and values more clearly than generic swag, and they leave a lasting impression long after Q4 ends.

Pick the Right Gifting Program



Online Gifting

Ideal for distributed and hybrid organizations, the Online Gifting Platform lets each recipient choose a gift from a curated collection via a simple email invitation. You set the budget and the platform handles addresses, fulfillment, and tracking.



On-site Gifting Experiences

For in-person events and holiday parties, on-site gifting and Pop-up Shops bring the experience directly to your office or venue. Attendees browse a selection of premium gifts and leave with something they love on the spot—no shipping required.



Hybrid & Multi-Audience

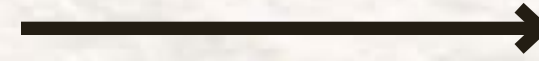
Many organizations combine both: on-site experiences at flagship events plus parallel online programs for remote employees, satellite offices, executives, and key clients. This keeps the experience consistent while adapting to different locations and audiences.

Decision Tool: "Which Program Fits You?"

What best describes
your program?

The program that fits your needs

My team is remote or
located in multiple places



Choose **Online Gifting**
so everyone gets the same level of experience,
regardless of where they live.

I am hosting a large in-person event
or year end meeting



Choose **On-site Gifting**
to turn your event into a memorable moment
where appreciation happens in the room

I need to gift employees,
executives, and clients at once



Run a **Hybrid Program:**
different themes for different audiences,
all managed through a single platform.



HOLIDAY GIFT IDEAS FOR EVERY TYPE OF TEAMMATE



THE RITUAL MAKER



For the person who turns “five minutes of me-time” into a full-on ceremony.

The Ritual Maker has a soundtrack for their morning, a specific mug for their afternoon pick-me-up, and a whole routine for winding down at night. They’re all about cozy corners, tiny luxuries, and making everyday moments feel like a treat.



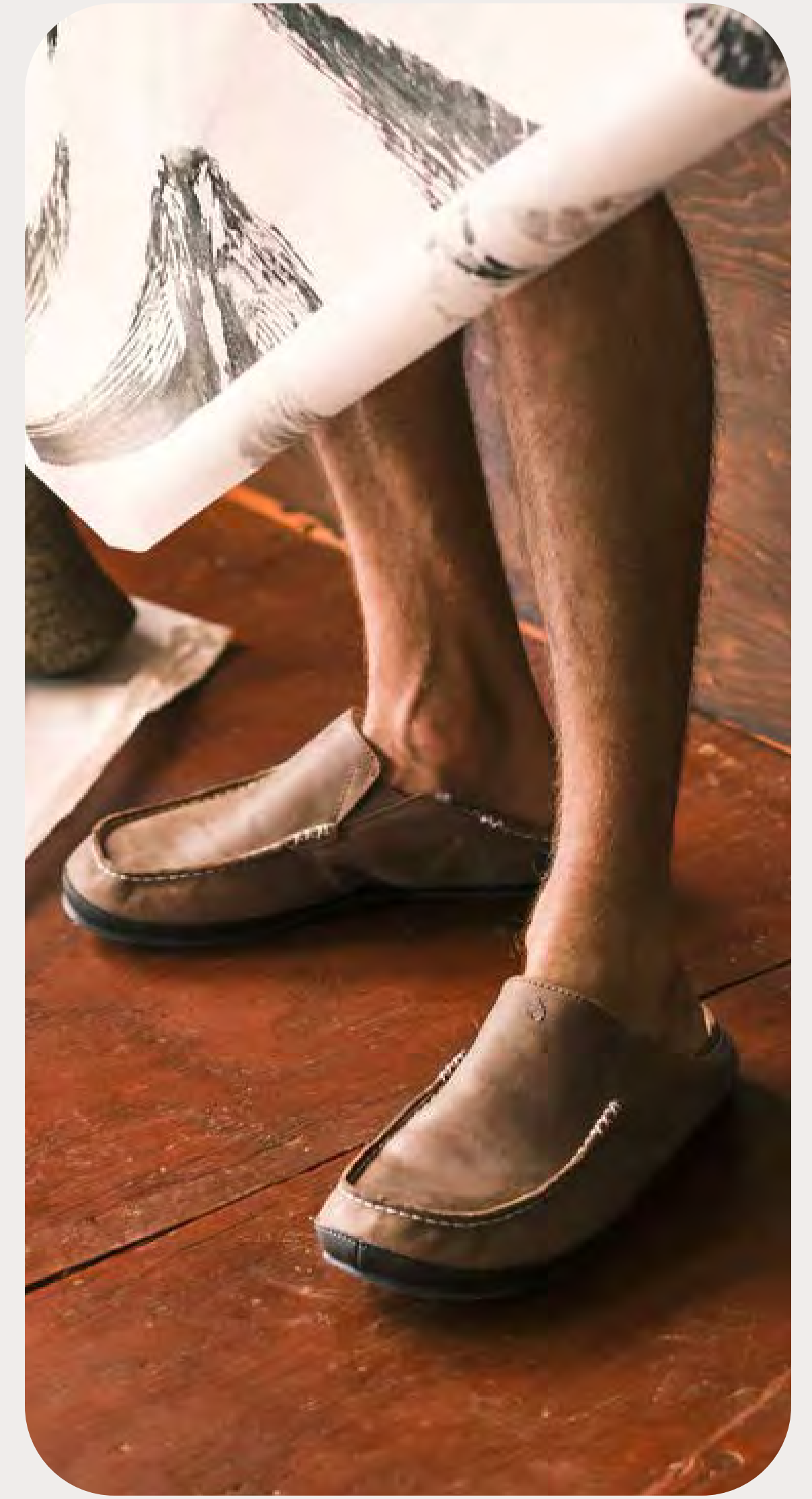
✦ Electric kettles, espresso machines, and premium mugs for their perfect coffee or tea moment



✦ Simple, aesthetic home accents that make their space feel “just right”



✦ Diffusers and scent accessories that make their space smell like a boutique hotel



✦ Plush robes, blankets, slippers, and loungewear they'll never want to take off

A detailed illustration of a pine branch with needles, positioned on the left side of the text area.

THE GADGET GURU

For the one who “tests” every new gadget
then becomes everyone’s tech support

The Gadget Guru loves anything with a status light, an app,
or a “beta” label. They’re the first to try new tech, the last
to admit they don’t need another device, and they’re secretly
thrilled when someone asks, “Can you help me set this up?”





✧ Wireless headphones and earbuds with great sound and noise cancellation



✧ Productivity helpers like tablets, smart accessories, and charging solutions



✧ Tech-friendly bags and cases that keep their gear safe and stylish



THE SOIRÉE STAR



For the host whose charcuterie boards have their own fan club

The Entertainer lives for “come over!” moments. They are happiest when the table is full, the music is on, and there is at least one new recipe, board game, or cocktail in the mix. If it’s beautiful and practical, they’re obsessed.



✦ High-quality cookware, bakeware, and serveware for big holiday spreads



✦ Barware, decanters, and drink accessories for everything from mocktails to champagne toasts



✦ Cheese boards, serving boards, and table-ready pieces that look as good as they work



✦ Tabletop decor and entertaining essentials that make any gathering feel special



THE HEALTH HERO

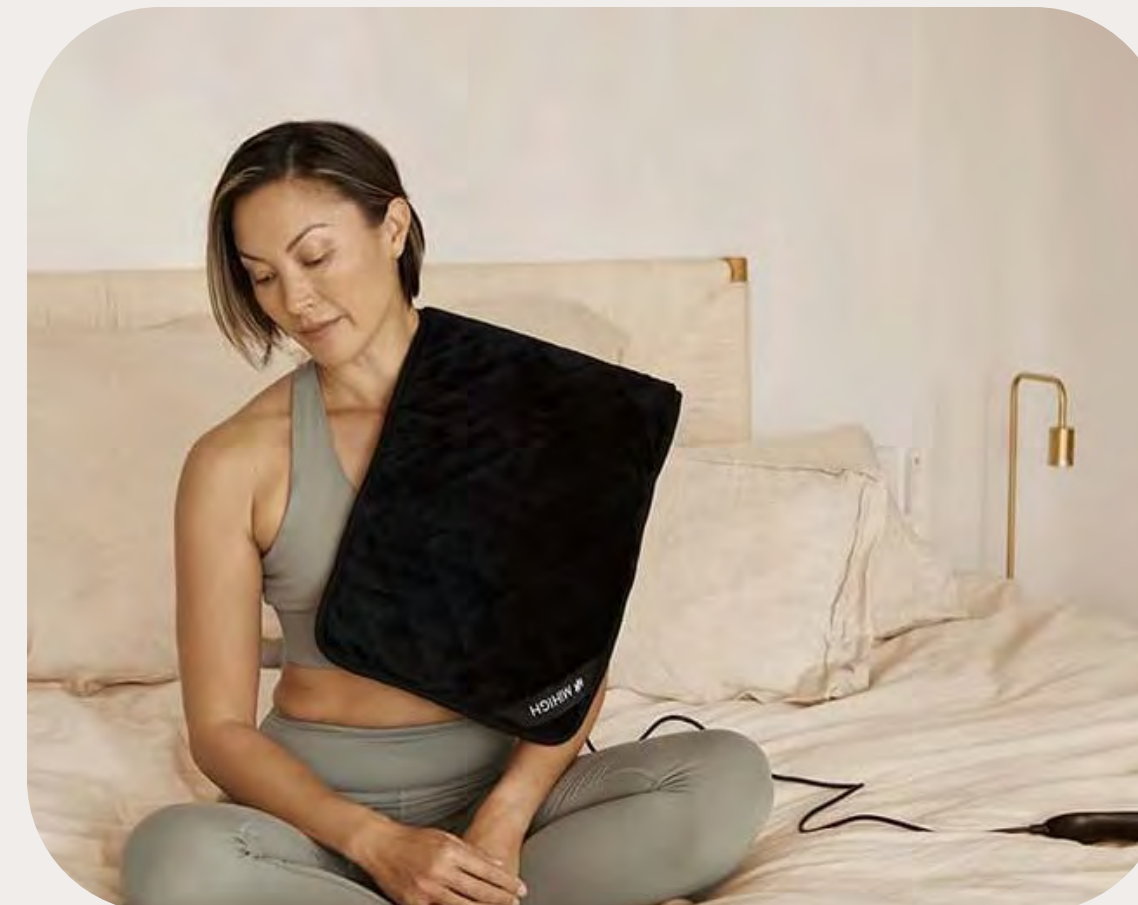
For the person who tracks their steps,
their splits, and their sleep.

The Peak Performer is chasing their next PR, endorphin rush,
or “just one more” set. They’re up before their first meeting,
they pack sneakers “just in case,” and they swear their
foam roller is life-changing.

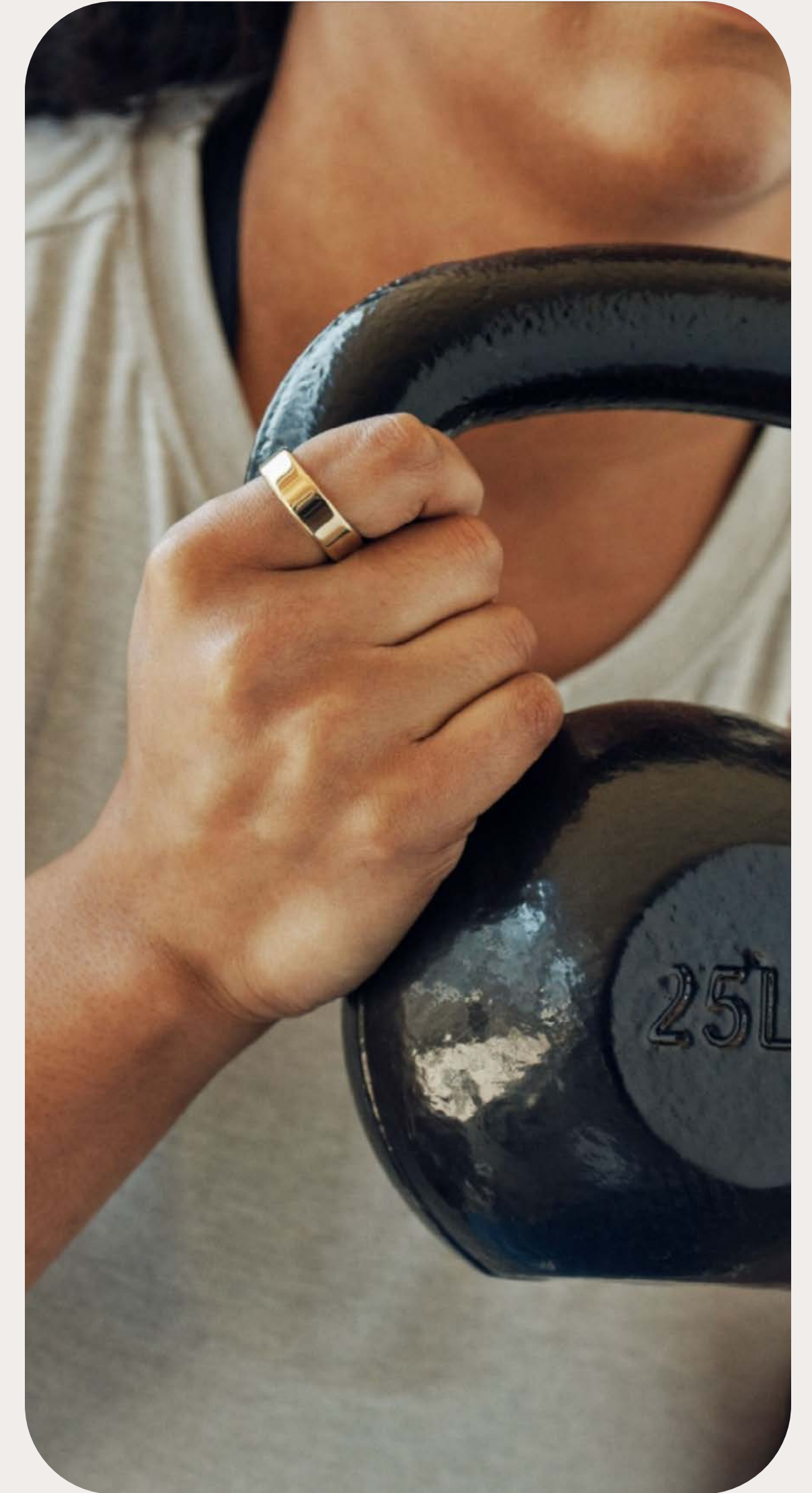




✦ Fitness tech and trackers that keep tabs on movement, sleep, and performance



✦ Performance apparel and athleisure that looks good from gym to grocery run



✦ Hydration, gym bags, and on-the-go gear that fit active routines



THE QUICK TRIPPER

For the one who always has a bag half-packed “just in case.”

The Weekender is happiest in transit—road trips, quick flights, train rides, you name it. They’re the friend who always knows a good detour, the best snacks, and how to fit a four-day trip into a carry-on. Gifts that make travel smoother? They’re all in.



✦ Carry-on luggage, duffels, and weekend bags that are durable and design-forward



✦ Travel accessories like packing cubes, toiletry kits, and travel mugs



✦ Compact tech and comfort items—noise-cancelling headphones, portable chargers, travel pillows



THE STYLE MAVEN

For the person who treats every hallway like a runway.

The Style Standout has a signature look, a favorite accessory, and a deep appreciation for details. They're the first to notice a great bag, the last to settle for "fine," and they love pieces that feel timeless with just enough edge.





✦ Designer handbags, crossbodies, and wallets that elevate any outfit



✦ Jewelry and watches that feel like “forever pieces,” not fast fashion



✦ Sunglasses and eyewear from brands they recognize and trust



✦ Sleek outerwear and layers that balance comfort and polish



HOLIDAY TRENDS TO WATCH

What Leading Teams Are Doing This Year

Across people operations, executive support, sales, and marketing, several trends are shaping holiday gifting in 2026:

Choice-based gifting

Recipients choose from curated themes and assortments rather than receiving pre-selected items, which increases perceived value and reduces waste.

Wellness & hybrid lifestyle focus

Wellness kits, WFH essentials, and hybrid-friendly items continue to grow as organizations support new ways of working and combat burnout.

Premium, experience-led gifting

On-site events, office collections, and thoughtfully packaged gifts act as brand experiences, not just transactions—especially for leaders and clients.

Sustainable & ethical gifts

More teams are prioritizing quality, longevity, and ethical sourcing to align with culture, ESG, and brand values.

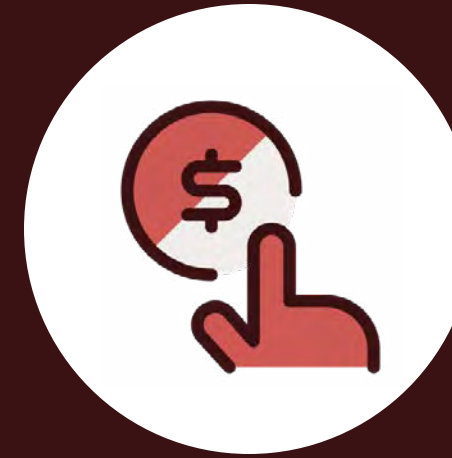
Why Teams Choose a Gifting Partner

On the surface, managing holiday gifting in-house can look simple: pick gifts, collect addresses, place orders, ship. But in practice, it usually turns into weeks of manual work: chasing details and approvals, managing multiple vendors and invoices, maintaining spreadsheets, and troubleshooting shipping issues.

Corporate gifting and operations case studies consistently show that manual programs consume significant staff time before a single gift reaches a recipient.



For organizations with 200—2,000 recipients, those gains often turn holiday gifting from a stressful fire drill into a repeatable, scalable process.



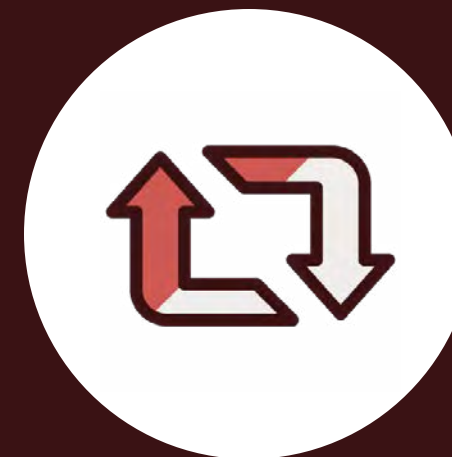
Set your budget and themes

You choose price points and Themes (like Morale & Belonging, Wellbeing, or Leaders & Top Performers). The platform builds and maintains the assortments at each level.



Deliver choice-based experiences

Instead of picking individual gifts for each person, you send a link or code to a Theme at a specific budget, and recipients choose the gift that fits their life best.



Automate logistics

Invitations, reminders, address collection, shipping, and tracking all run through the system, reducing manual work and errors.



Provide visibility and control

Dashboards show redemptions, popular categories, and spend by audience or campaign, making it easier to report back to leaders and improve next year's program.



Experience benefits for recipients

- Gifts are more personal and relevant because people choose what suits them.
- The experience is consistent across locations and time zones.
- Leaders and clients receive premium, well-curated options that send a strong brand signal.

Time and budget benefits

When teams move from manual gifting to a platform, they typically see:

- Significant time savings through automation, especially for large programs.
- Cleaner, more controlled spend by reducing fragmented purchases and consolidating vendors.
- Fewer errors and last-minute scrambles thanks to standardized workflows.

✦ **Pro Tip: How to position this internally** ✦

“We can keep running holiday gifting with spreadsheets and one-off orders, or we can use a purpose-built partner that saves time, controls budget, and gives people a better experience—without increasing what we spend per gift.”

YOUR HOLIDAY GIFTING TIMELINE

Early Planner

Ideally you're able to start planning June through August

JUNE-JULY

Align & approve

- Define audiences and budgets; decide which Themes you'll use for each group.
- Get leadership sign-off on budget and goals before Q4 pressures hit.

AUGUST

Design the Experience

- Finalize Themes, price points, and any branding or customization that requires longer lead times.
- Lock in key dates with your gifting partner: launch week, event dates, and shipping cutoffs.

SEPTEMBER-OCTOBER

Launch on your terms

- Launch your program before peak holiday congestion so recipients have plenty of time to choose gifts.
- Use early data and feedback to make small adjustments, like highlighting especially popular Themes.

NOVEMBER-JANUARY

Deliver and refine

- Gifts land when you intend them to—before major holidays or in early January for New Year recognition—because inventory and carriers were secured early.
- Use your reporting to show what worked and to make the case for staying in the Early Planner track next year

Late Starter

Realistically starting late? Here's how to move fast without losing quality.

You're kicking off in October or November like most teams

STEP 1

Make fast, simple decisions (Days 1–3)

- Set one budget per audience (for example, \$100 per employee, \$250 per leader, \$200 per key client).
- Pick 1–2 Themes per audience at those price points rather than building custom assortments.
- Choose digital-first delivery (email links, QR codes, online selection) to avoid slow, manual address collection and packaging.

STEP 2

Launch quickly (Days 4–10)

- Send invitations as soon as Themes and budgets are approved; keep the announcement simple and clear.
- Set a short but realistic redemption window (for example, 7–14 days).
- Use automated reminders to increase participation without extra manual work.

STEP 3

Ship and pivot if needed (Days 11–30+)

- Let your gifting partner manage fulfillment, tracking, and exceptions.
- If shipping or inventory tighten, prioritize digital-forward or flexible gifts so the “holiday moment” stays on time even if some items ship slightly later.
- Capture basic data (redemption rate, top Themes/categories) to prove impact and justify starting earlier next year.

PRO TIP: KEEP IT SIMPLE

Fewer decisions, fewer vendors, and fewer custom elements allow for a faster launch and less risk.

