



A Blackhawk Network Business

The Definitive Guide to Employee Holiday Gifts

**8 STRESS-FREE, BUDGET-FRIENDLY
EMPLOYEE HOLIDAY GIFT IDEAS**



With the Holidays, Comes Joy—and Sometimes Stress

Every year, at companies of all sizes, some lucky person, committee or department is given the unenviable task of selecting the employee holiday gift. Since you're reading this guide, that person is probably you.

You may feel overwhelmed at the thought, and it's understandable. Today, the holiday season encompasses a broader range of meanings and traditions than ever before. So not only are you responsible for pleasing a lot of people, you're also responsible for making sure they all feel recognized.

Relax. You've got the perfect answer right in your hands (or on your screen)—**8 GREAT IDEAS FOR GIFTS** that are purposeful and meaningful, easy to get and to give, and that won't hurt your 4Q earnings statement.



A new take on the holiday turkey

There was a time when an employer who wanted to express gratitude for his employees could easily accomplish this goal by sending them home with a nice Thanksgiving turkey. The message the employer wanted to send was one of thanks, and his wish for employees to enjoy a special day with their families.

Today, that gift wouldn't fly (pun only partially intended). In today's less culturally divided world, poultry is not a universally appropriate gift.

A GROCERY STORE GIFT CARD offers a modern alternative that delivers the same warm sentiment. It allows the employer to participate in the time-honored tradition of putting food on employees' tables for their families to enjoy, while enabling each family to plan the menu.



Show them you care

If you are feeling stressed about coming up with the perfect employee gift, you're far from alone. This year, the American Psychological Association's annual Stress in America™ survey reported the highest increase in stress and stress-related health symptoms in the survey's 10-year history.*

And while there's plenty an employer can do to help reduce workplace stress, work isn't the only potential source of stress for your employees.

Show employees that you care about their wellbeing by giving them **A HEALTH-AND-WELLNESS-ORIENTED GIFT CARD.** Functioning as a wallet-sized stress-release valve, this card might be redeemable at a day spa, nutrition shop, drug store or salon.

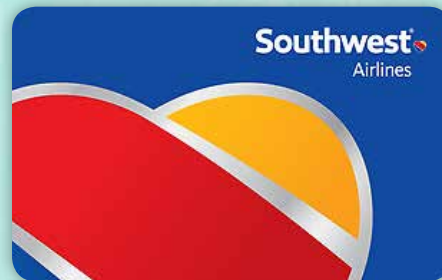
*"Many Americans Stressed About Future of Our Nation, New APA Stress in America™ Survey Reveals," APA.org. February 15, 2017.



Help them spend time together

Above all, the holidays are about being with loved ones. For a lot of your employees, that means travel, which comes with some expenses that, naturally, tend to go up at this time of year.

Give them **TRAVEL-RELATED GIFT CARDS** or eGifts that can help them make the journey home, and become the hero. There are lots of options to choose from, including hotels, airlines and automotive services.



Get personal

According to a **Hawk Incentives Rewards Preference** survey, people prefer prepaid reward cards over all other reward options, at all dollar values.

PREPAID REWARD CARDS are popular holiday gifts because employees can redeem them practically everywhere, including at both bricks-and-mortar and online stores, and even through mobile apps.

On your end, it feels like an easy, one-size-fits-all gift. For employees receiving this card, the experience is, “I got exactly what I wanted!”

HINT: Prepaid reward cards offer some nice options for personalizing your message. Include the employee’s name on the card carrier, and have it embossed on the card as well. In some instances, you can include a second line of embossing, which makes a nice spot for a “thank you” message or holiday greeting. You can also incorporate a custom image.



The new holiday bonus

If you can't spring for big holiday bonuses, how about a card that comes with one?

THE FIVE BACK™ PREPAID REWARD CARD¹

offers all the spending options and design flexibility of a regular prepaid reward card, but with a kick: When used at selected bricks-and-mortar merchants, the cardholder receives 5% of the total purchase in the form of funds added back to the reward card.



Brands shown are an example of participating merchants, subject to change.

For more details (including the long list of participating merchants), give OmniCard a call at 866.353.4877.

Power them up

Electronics have been a popular holiday gift item for as long as they have been around. And now that smartphones, laptops and tablets have become so integral to daily life, they have broader appeal than ever. For this reason, **A GIFT CARD FOR AN ELECTRONICS RETAILER** makes for a far more flexible gift than you may think.

Beyond the appeal to employees who always have an eye on the newest gadget, it makes an excellent choice for parents and grandparents who will want to use it to supplement Santa's bag.



Give the gift of time

If your business is one that sometimes requires late nights, weekend work or other unpaid overtime, now is your chance to repay your team for their dedication. Call in the assistance of your HR team to help you award employees with **ADDITIONAL PAID TIME OFF**, or PTO days.

Giving employees additional time off shows appreciation in a way that no other gift can. It's the perfect solution for those times when you're not in a position to give employees extra pay or lavish merchandise.

HINT: If you've had a good year, consider **SUPPLEMENTING YOUR GIFT** of extra PTO time with a gift card redeemable for movie tickets, a spa treatment or a nice dinner.



Consider a gift with style

Even the smallest mom-and-pop shop is likely to have one fashionista (or fashionister?) on staff. But don't make the mistake of assuming she (or he) is your only employee with an interest in fashion. As any hoodie-loving software engineer in Silicon Valley can tell you, even the most laid-back look is a fashion statement that requires both cultivation and coin.

A gift card redeemable at an **APPAREL RETAILER** or **DEPARTMENT STORE** is a smart choice because the desire to look good, feel good and express ourselves through our choice of wardrobe spans cultures, genders and generations.

HINT: If your company has a strict dress code, consider selecting gift cards from merchants that offer appropriate styles.





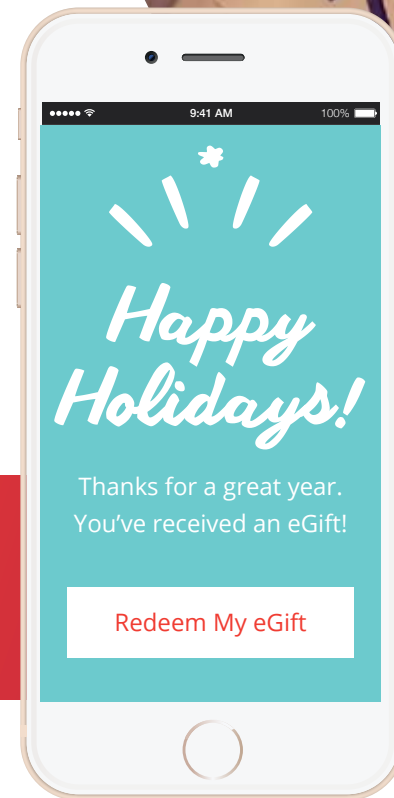
BONUS TIP:

Last-minute solution

With so much happening during the holiday season, a few things are bound to slip through the cracks. If your “oops” moment was forgetting the employee holiday gifts, don’t panic! The easy fix: merchant **EGIFT CARDS** from OmniCard.

Employee gifts were supposed to be sent today? No problem! eGift cards can be delivered instantly via email, and enjoyed just as quickly. And with OmniCard’s large selection of eGift cards from top merchant brands, you’ll find something to please everyone.

Over 100 popular merchant eGift cards available!



The most important element

Don't forget: Presentation really is everything! Whatever gift you choose for your employees, be sure to include **A CAREFULLY CRAFTED MESSAGE—** one from the heart, sincerely thanking employees for their contributions, wishing them a joy-filled holiday season and incorporating any inspiring message you want to leave them with.

If it's not practical for you to handwrite the message, have it printed inside a holiday card and sign it (if you're not the boss, have the boss sign it!). Including a handwritten signature adds a personal touch.





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About OmniCard.com

OmniCard provides incentive and reward prepaid products to corporate clients across multiple industries including healthcare, energy, manufacturing, real estate and marketing agencies. OmniCard operates as an independent prepaid program manager in partnership with major banks, processors and the Visa® and Mastercard® payment networks.



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VISIT OMNICARD.COM OR CALL 866.353.4877.**

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1. FIVE BACK™ BACK BONUS TERMS AND CONDITIONS: Cardholders receive a bonus back on the card in the amount of 5% of all signature-based purchases made at participating merchants, as listed at MyPrepaidCenter.com/site/5-back. PIN-based purchases, purchases made at participating merchant locations outside of the US, and purchases of gift cards made with this card, may not be eligible for 5% bonus calculations. Bonus funds will be added to the balance on the card within 10 days following purchase, dependent on merchant settlement. Bonus funds become part of the card balance and are treated as such for purposes of card and/or fund expiration. Qualifying purchase, participating merchant settlement, and bonus transaction must occur prior to card valid thru date. Only the amount of a transaction applied to the card at participating merchants is eligible for the bonus. If a transaction involves the card plus a supplemental payment method, the portion of the transaction applied to the supplemental payment method is not eligible. Credit transactions may result in a reduction in bonus funds. Bonus funds will be rounded to the nearest one-hundredth of one dollar. Eligible to US residents age 18 and older. Specific merchant terms and conditions may apply. Blackhawk Network is not responsible for delayed merchant settlements. Participating merchants subject to change. Bonus award is subject to termination or change at any time without notice. See website for most current participating merchants, terms, conditions and limitations. Prepaid card is issued by MetaBank, Member FDIC. Card is issued in connection with a loyalty, award or promotion program. See card materials for details. Five Back Bonus offer is not a MetaBank product or service nor does MetaBank endorse this offer. It is not a requirement of card use.

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