

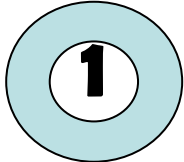
5 Money-Saving Holiday Gift Tips

By Jennifer Katus, PMP



In a tight economy it's tempting to cut holiday gifts from your budget. Many companies probably will. So here's your opportunity to stand out! Give a simple gift that's presented nicely - along with your sincere thanks. Your employees and customers will appreciate the gesture.

Here are five money-saving tips to help you afford holiday gift giving.



2-in-1

If you already plan to mail holiday cards to your employees or clients, you can stick a simple token gift in the envelope with the card. This approach will save you shipping costs and distribution time. A few mailable gift ideas: Magnifying cards. Calendars. Luggage Tags. Light-weight coasters.



1 for All

Sharable group gifts work great in lieu of individual ones. The most popular item in this category is a nice assortment of food or sweets. We recommend something that lends itself to casual munching throughout the day. Try to avoid gifts that require utensils or refrigeration. Deliver the gift on a day when most people are present (like a Tuesday or a Wednesday). Avoid the weeks right before and after a holiday.



Join Forces

Combine your financial resources with another organization and give a joint holiday party or gift. Two internal departments can join forces. Businesses can join forces with a neighboring business or a complementary vendor who also services (or could service) its customers. You'll save money and gain networking opportunities.



Event Souvenirs

If you don't have enough money for a holiday party and expensive gifts, you can optimize by giving an event souvenir at your holiday party. Etched glasses, customized coasters, and small crystal bowls all make great party favors.



Early Bird or Best for Last

If you need to spend less on a gift, make it stand out by giving it early (before December) or giving it late (after New Years). People tend to recall the first and last gifts they receive more than the ones in the middle. For businesses, a gift given in January is an excuse to contact a client and an opportunity to kick the year off right.

If your budget is so tight that gifts and parties are unthinkable, then go for the tried-and-true honest "thank you"! Give each employee or client a hand-written note expressing your sincere thanks.

But...if gifts are in your budget, we carry all of the items mentioned above and many more. (Smile-wink!) Contact us for photos and quotes. Happy holidays!