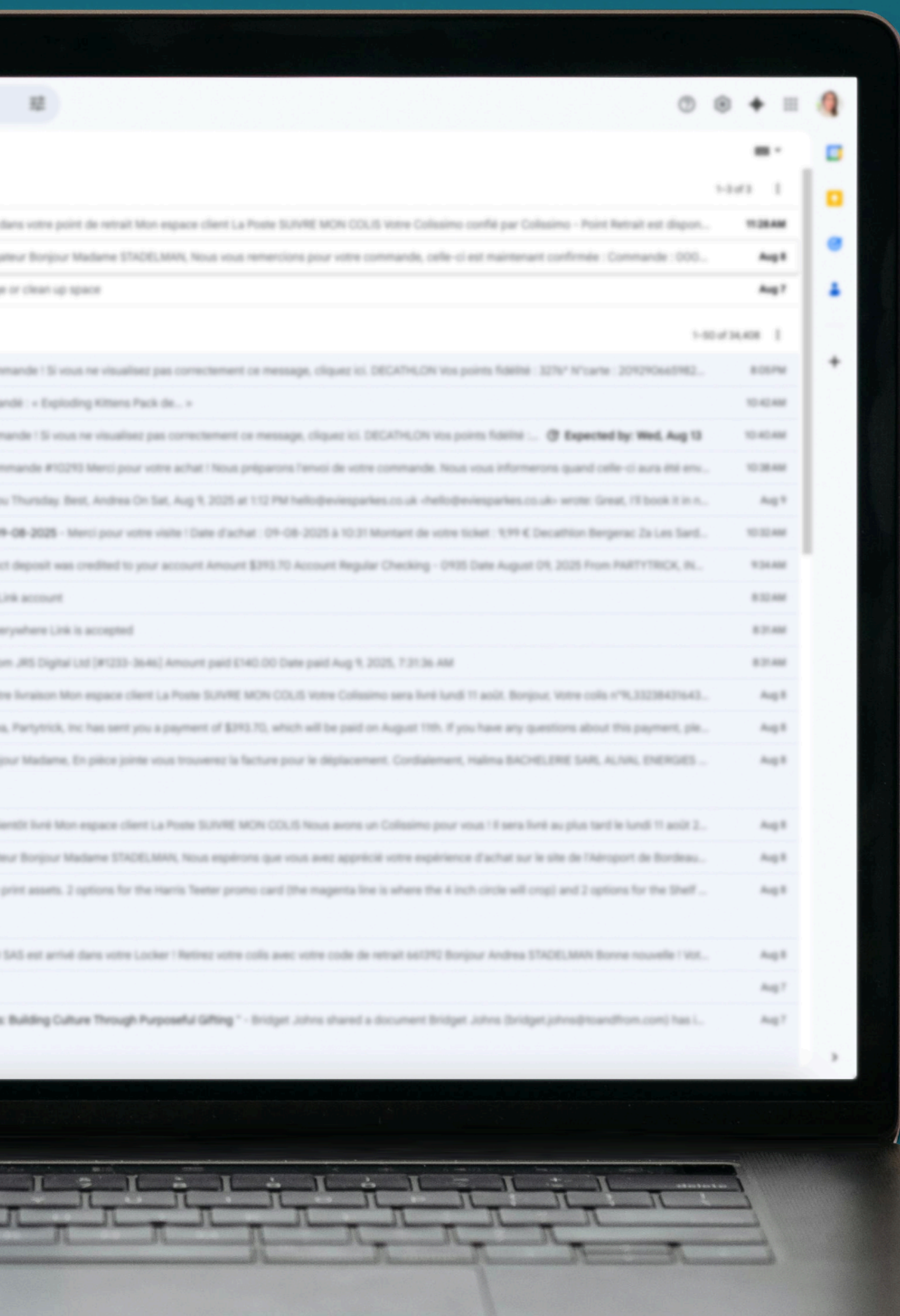


# The Thought That Counts

Building Culture Through  
Purposeful Gifting

To&From





# Welcome

## *to The Thought That Counts: Building Culture Through Purposeful Gifting*

Purposeful gifting within an organization is a powerful tool that fosters employee engagement, strengthens company culture, and shows appreciation for individual contributions. When gifts are given with thought and intent, they go beyond material items—they symbolize the organization's values, recognize achievements, and create a sense of belonging.

Gifts, especially gifts that reflect the individual taste and preference of the giftee, help employees feel seen and valued, contributing to higher morale, increased job satisfaction, and an overall esprit de corps. Whether it's acknowledging significant milestones or celebrating personal achievements, purposeful gifting shows the organization is invested in the well-being and success of its employees, making them feel more connected and loyal to the organization.

Onboarding and new employee gifts, for example, are not just about providing a warm welcome—they are an opportunity to introduce company culture and values right from the start. Recognizing life events like weddings or births also create deeper emotional connections, as employees feel supported during key moments in their personal lives.

Similarly, celebrating birthdays and anniversaries, holidays, and professional milestones like promotions or project completions are essential to building a positive, appreciative environment.

When organizations recognize important moments with thoughtfulness, employees are more likely to feel a sense of purpose and pride in their roles. In *The Thought That Counts: Building Culture Through Purposeful Gifting*, you'll learn how purposeful gifting can be a small but impactful gesture that makes good business sense and reinforces a culture of appreciation and support.







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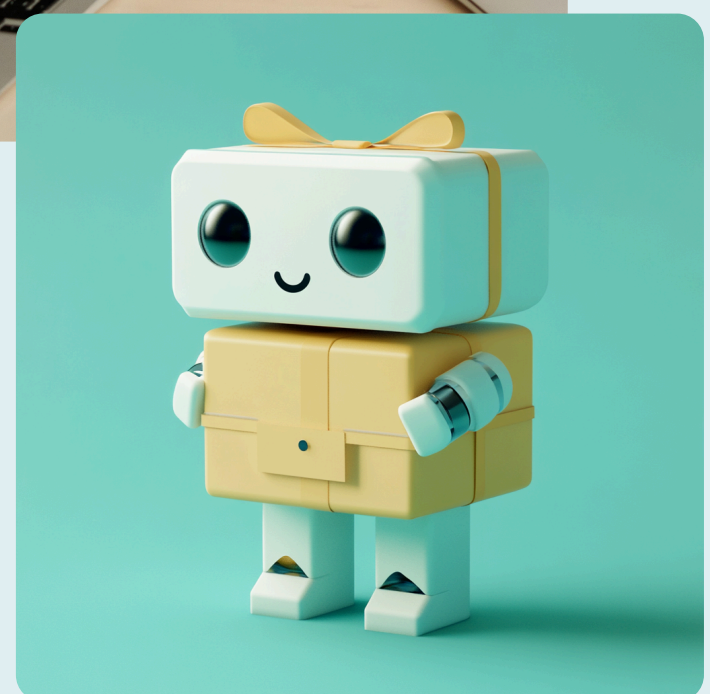


# New Employee Onboarding

Onboarding new employees has gained greater importance over the years. Long gone are the days of pointing a new employee to a desk and saying, “Get to work.”

In the global marketplace, people often have a choice of where to work. An effective onboarding process not only validates employees’ decision to join your organization, it also sets them up for success. Onboarding is an extended opportunity to make a positive first impression.

The primary purpose of onboarding new employees is to facilitate a smooth and successful transition into their roles and the organization’s culture, ultimately leading to increased productivity, retention, and employee satisfaction. Starting well before the first day of work, the onboarding process itself can tell your new hires how much you care with purposeful gifting.





# From Swag to Strategy:

## MAKING ONBOARDING GIFTING MORE MEANINGFUL

In the pre-boarding and orientation stages, it's common—and completely fine—to gift branded items like notebooks, water bottles, backpacks, or the classic logo hoodie. These kinds of gifts help new hires feel welcomed and part of the team from day one. But modern organizations are rethinking this moment as more than just a swag drop. It's an opportunity to introduce a more human-centered gifting culture.

Alongside those branded items, consider using this touchpoint to gather personal preferences and insights that will shape a more meaningful experience throughout the employee's journey.

A simple survey or intake form can ask about food and beverage likes, dietary needs (Vegan? No alcohol?), favorite brands, hobbies, or even upcoming personal milestones. These early details become powerful signals that help you recognize and celebrate your people in a way that's personal—not just promotional.

When you treat gifting as part of a broader employee engagement strategy rather than a one-time event, you lay the foundation for a culture that sees and supports the individual behind the role. Branded gear is a great start—just don't stop there.





01

New Employee Onboarding

# Example

ONBOARDING KIT





# Work Anniversaries

Work anniversaries are significant milestones—so why not treat them that way?

Too often, companies mark the occasion with a catalog of branded merch that escalates in value over time. The last thing you want is for your team to think, “Oh goody, another pen destined for the junk drawer. Next year: the keychain?”

There’s a better way. **Purposeful gifting** allows organizations to move beyond the one-size-fits-all swag and instead celebrate employees with genuine recognition. When thoughtfully chosen, a gift can affirm an employee’s contributions and commitment in a way that feels personal and memorable—something that builds morale, loyalty, and a deeper connection to the company.

The best part? You already have the tools to do it. Use the personal preferences gathered during onboarding—favorite snacks, hobbies, causes they care about, dietary restrictions, etc.—to tailor gifts that reflect who they are. Whether it’s a curated experience, a donation in their name, or something related to a professional milestone, these moments of recognition send a clear message: we see you.

Purposeful gifting at anniversaries also reinforces a culture of appreciation. When employees feel genuinely valued, they’re more likely to stay engaged, stick around, and invest in their work. These small, thoughtful gestures help shape a workplace culture rooted in respect, belonging, and shared success.

From the first week to the fifth anniversary, every moment is a chance to build connections. Don’t let it pass with a pen and a shrug.





# Example

YEAR 1





02

Work Anniversaries

# Example

YEAR 3





# Example

YEAR 10





# Holidays, Birthdays, and Other Life Events

Holidays, birthdays, and other life events offer additional opportunities to make employees feel seen—not just celebrated.

Rather than defaulting to generic treats or last-minute tokens, use what you already know to make each gift more intentional. A birthday surprise tied to someone's hobbies or a holiday gift aligned with their values shows you've taken the time to care. It's a simple but powerful way to let employees know they matter as people, not just workers.

Recognizing a range of personal and cultural holidays also fosters a more inclusive workplace. When employees feel their identities and milestones are acknowledged, it builds trust, unity, and a sense of belonging—fueling motivation and retention.

In a competitive job market, these personalized touches can also differentiate your employer brand. Companies that consistently show up with thoughtful, meaningful gestures are the ones people want to work for—and stay with.

That's where our gifting technology comes in. By using To&From, gifting records on all your employees can be saved in one place and all past gifts can be recalled. We also have the capacity to collect and keep note of giftee's interests so when the time comes to gift, you're ready.





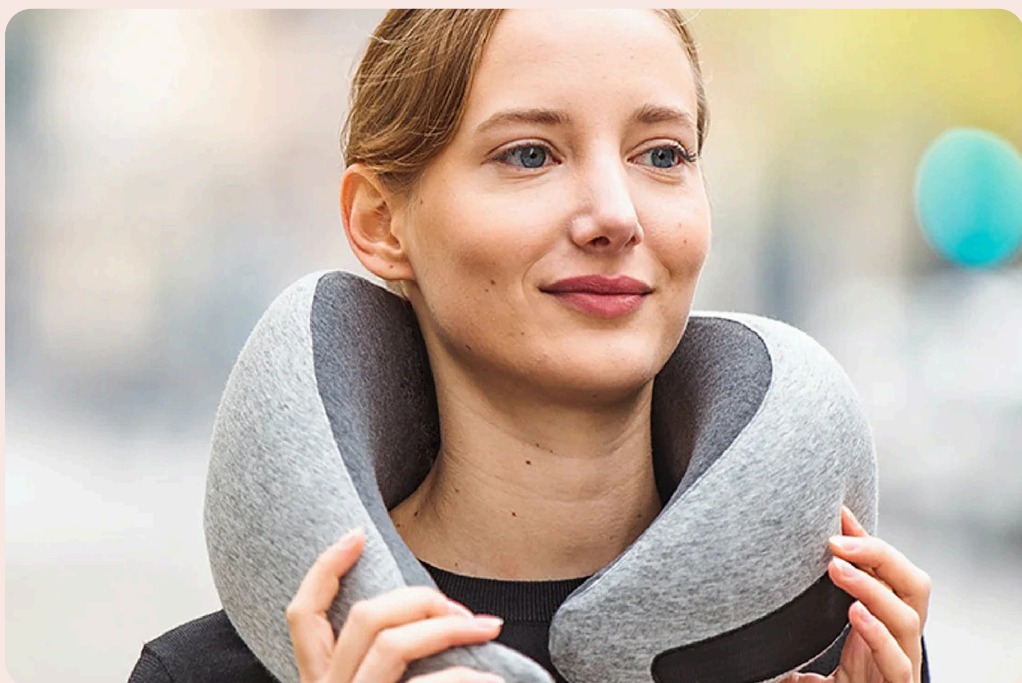
# Examples



## MAKE IT PERSONALIZED AND FUNCTIONAL

Card + Key Gift Set

by *Leatherology*



## FOR THE TRAVELER

Go Neck Pillow

by *Ostrichpillow*



## RECOGNIZE EMPLOYEES HAVE HOBBIES OUTSIDE OF WORK!

Classic Chess

by *Printworks*



# Celebrations of Company Success

Celebrating company success, whether it's securing a major deal, hitting growth milestones, or launching a successful campaign, is a powerful way to reinforce a positive company culture.

Recognition moments, especially when paired with thoughtful gifting, create a tangible expression of appreciation that resonates far beyond a verbal "thank you." A well-chosen gift marks the moment, sparks joy, and serves as a lasting reminder of the achievement. Whether it's a personalized item, a team experience, or something symbolic of the win, purposeful gifting turns celebrations into something people remember and talk about.

Incorporating gifting into celebrations solidifies the connection between effort and recognition. It shows leadership is not only paying attention but is also willing to invest in showing appreciation. Like other stages in the employee experience, this intentionality contributes to a culture where people feel seen and valued, which directly fuels motivation, engagement, and loyalty. Gifting doesn't need to be extravagant—it needs to be meaningful.

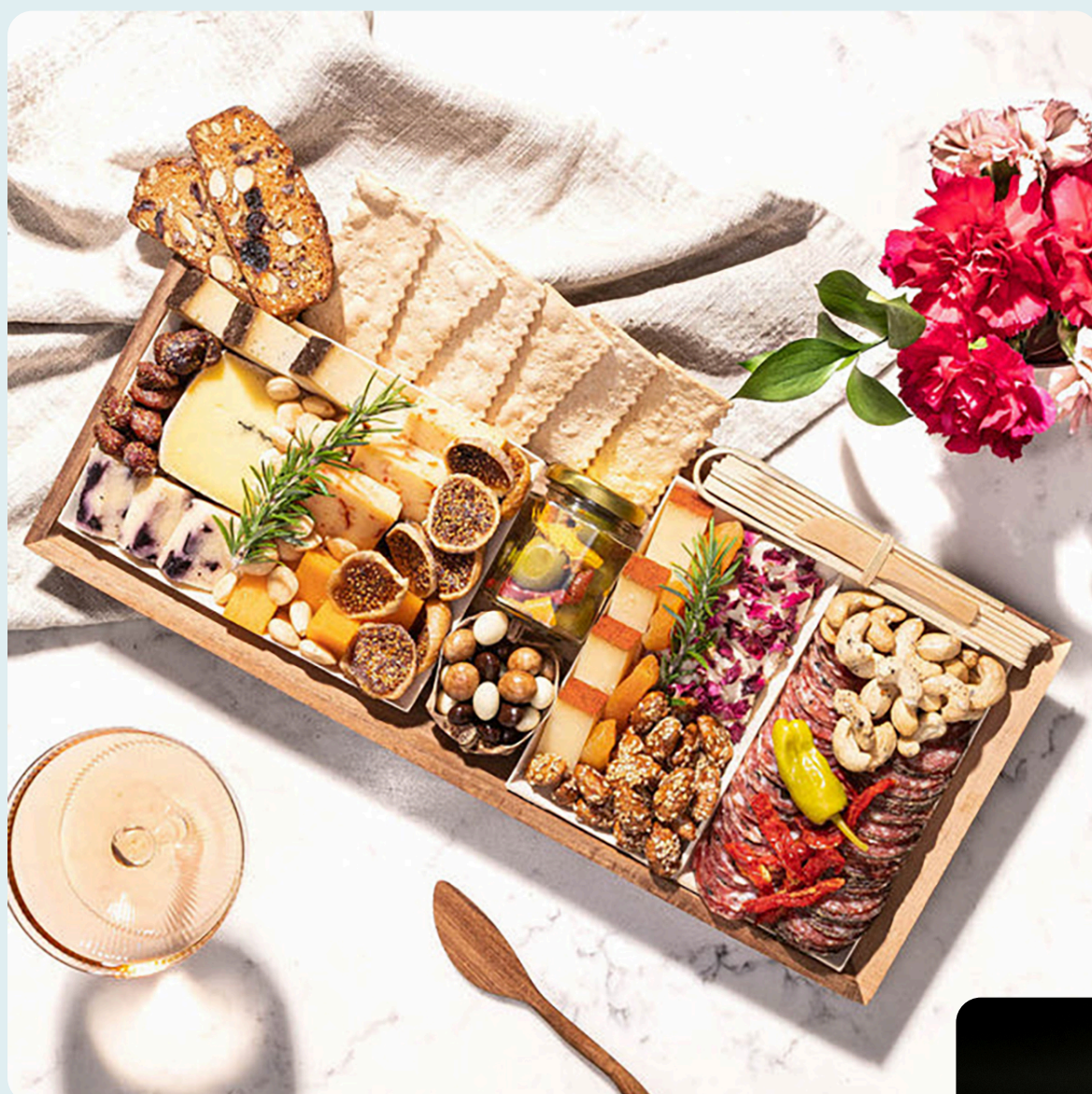
When done right, it reinforces company values and helps build a shared sense of pride and purpose.

Moreover, gifting adds an emotional layer to the celebration. It creates moments of surprise, delight, and human connection—elements that are often missing in our fast-paced business environments. These moments become part of your company story, shaping how employees talk about their workplace and how connected they feel to the company's mission. In this way, gifting isn't just a nice gesture—it's a strategic tool for building culture, reinforcing behaviors, and inspiring future success.



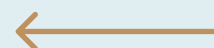


# Examples

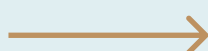


## GROUP EXPERIENCES, FOOD, & DRINK

Diletto Cheese & Charcuterie Board  
by *Boarderie*



WORK HAPPY  
HOUR TO  
CELEBRATE A WIN!





# Summary

Purposeful gifting within an organization is a powerful tool for fostering employee engagement, reinforcing company culture, and recognizing individual contributions.

When gifts are thoughtfully chosen, they go beyond material items to symbolize your organization's values, highlight achievements, and cultivate a sense of belonging. Personalized gifts, whether for milestones, work anniversaries, or life events, make employees feel seen and appreciated, contributing to higher morale and job satisfaction. Thoughtful gestures like these help strengthen the emotional connection employees have with their company, ultimately increasing loyalty and improving overall productivity. Purposeful gifting also promotes a positive company culture, demonstrating your organization's commitment to creating a supportive, engaging, and appreciative work environment.

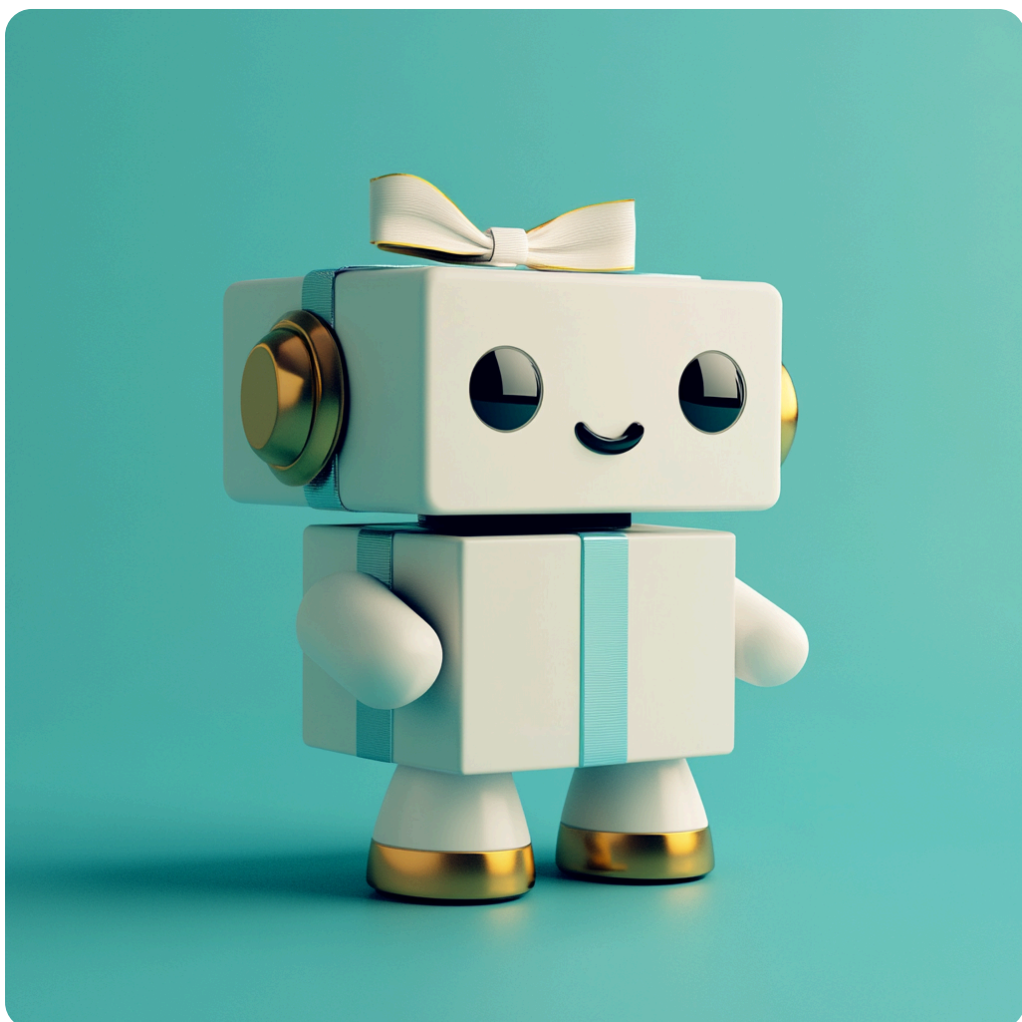




# Additional resources

- [Our Landing Page](#)
  - [To&From Gifting Blog](#)
  - [About To&From](#)
  - [Book a Meeting](#)
- 

## About To&From



To&From is a retail technology company building software to power gifting throughout the digital commerce ecosystem. Our AI expertise, unique methodology, and decades-rich retail experience ensure gifting success. For more information, please visit [toandfrom.com](https://toandfrom.com) or contact us at [hello@toandfrom.com](mailto:hello@toandfrom.com).

Want to see how gifting can build loyalty with your team?

**BOOK A CALL**

Book a meeting to explore how To&From helps HR and People teams design thoughtful gifting strategies that build loyalty, deepen employee engagement, and strengthen team culture—without adding complexity to your workflow.



# To&From

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toandfrom.com