



## **The Art of Gift Giving**

The art of gift giving comes naturally to a fortunate few, however, the majority of us learn what makes the perfect gift through trial and error. Gifts by Design is here to simplify the gift selection process and help you master the Art of Gift Giving so that every gift you give will be a memorable gift, that shows you *really* care.

The perfect gift is thoughtful, given at the appropriate time and addresses the occasion, desires and needs of the recipient. A true gift is chosen specifically for the recipient. It's not chosen because it is on sale, or the recipient is a particular age, gender, height, or because the giver has wanted it for years and thinks it a greatest thing since game boy. The following tips will help you perfect the art of gift giving especially for those troublesome occasions.

### **How to choose the perfect gift.**

Consider the occasion: For what occasion are you giving the gift? Is it a specific occasion like an anniversary, a wedding, new baby, new home, get well, or just because?

Next, consider the recipient: Tailor the gift to the individual. Think about the recipient's personality, their likes, dislikes, hobbies, desires, favorite colors and put your self on the receiving end. Think about what you'd like to receive if you were this person. If there's a specific occasion involved consider a gift that would be appropriate for the occasion and pleasing to the recipient. A wonderful way to create a tailored gift is through gift baskets or gift sets that allow you to give a collection of items centered around a theme suitable for the recipient and occasion. Visit our gift sets or corporate gift giving sections for suggestions.

Consider the utility. Visualize the recipient with the gift and consider how the recipient will enjoy the gift. Personalize the usefulness of the gift to the recipient and not the identifying group the to which the person belongs. For example do not give your mother a toaster or any other household product because it's mother's day, (you can give those items at anytime) but rather, give her something because she enjoys scrap booking, reading, or candles, or has a favorite hobby – the item should be specific to the recipient as an individual, not as a member of a demographic group. Remember, utility does not mean the function of a tool or object for household or work related use. In gift giving, utility is the use, enjoyment and value a gift provides to the recipient. Even if the utility of the gift is being something pretty to look at. Make sure it's something the recipient will enjoy looking at.

Lastly, consider a list of possible gifts that fit your requirements. If you're shopping on line or in a store and need assistance, enlist the help of the customer service line or talk to a store representative, tell them what you have in mind and they'll guide you through the process of selecting the perfect gift. Gifts by Design can help you customize your gift.



Don't let price alone guide your selection process. A memorable gift that shows you *really* care will be priceless and yet inexpensive. If cost is a consideration, be creative and find the perfect gift within your price point. Utilize our tips to make the right choices every time.

### **Corporate Gift Giving:**

Corporate and business gifts are a wonderful way to promote your company. Selecting the right gift lets the recipient know you value your association with them. It's customary for corporations and businesses to give gifts to their employees, clients, customers and suppliers during holidays and other special occasions. Corporate or business gifts say thank you and develop goodwill, which in turn develops your business.

Gifting to employees recognizes their contributions and develops loyalty. A gift from a company or business says 'you're special, we appreciate you and thank you. Everyone appreciates receiving a gift and the thoughtfulness involved in selecting it.

Corporate or business gifts should not be of a personal nature. Do some research to make sure you are giving the appropriate gift. You wouldn't want to give a basket filled with smoked meat to a vegetarian. Use caution when giving alcohol, it could be an inappropriate gift for any given person.

Gifts of Clothing with company logos. Use with caution. While employees will generally wear those items with no problem, clients and customers may not like advertising your company on their clothing. If you chose to place your logo on gift of clothing, make sure it's non obtrusive and done in a tasteful manner that does not indicate brazen advertisement and insult the recipient.

### **When gifting to employees:**

Gift in a manner that can be perceived as equitable. Playing favorites can cause resentment within the workplace. If you have an employee gifting program, be consistent with the type and quality of gifts. Making drastic changes in this area could cause employees to compare gifts from year to year. Let employees know of any changes to the employee gifting program and why, then find other ways to show employee appreciation.