

HAPPY BIRTHDAY

Appreciate your employees on their birthday. Why and how to do this within your organisation?

Digital guide with step-by-step plan.

People who feel appreciated become happier.

Organisations are currently facing many **new challenges**. The workplace is more diverse than ever, with different generations each with their own needs and preferences. Many companies are more than ever putting **workplace happiness, appreciation and recognition** of employees high on the priority list. People who feel appreciated become happier.

Why appreciate someone on their birthday?

A [survey](#) of more than 2,000 employees in Belgium and the Netherlands shows that getting appreciation from your employer on occasions in your personal life scores high. And what could be more personal than your birthday? On that day, the birthday girl or boy wants all the attention, including at the workplace.

Four in ten 10 hope to get a token of appreciation from their employer on this day. Younger employees consider it even more important.

If, as a company, you include 'birthday' as one of the moments of appreciation in the employee journey, you are guaranteed to have an edge. And with the right tools, you can effortlessly make sure you get the right gift without forgetting anyone.



“We are a very diverse company. A **one-size-fits-all** birthday present is very difficult to find. Because we want to give every employee their **favourite gift**. We are so grateful that we go to know Kadonation and Kadonation Select at the right time.”

Anouk Calleuw,
Community manager at Bavet



STEP-BY-STEP PLAN

How to get started?

1. Budget



Set the budget

Which gift you give is of course determined by the budget provided for each employee. Our own data shows that the average value of a birthday gift within the work sphere is € 30.

Just make sure that your overall budget is sufficient to really appreciate every employee in an **equal way**. And immediately get rid of a chaos of different standards across locations and departments.

And even if the budget is limited, you can still make a difference on the day with a **card and your warm wishes**.

2. Gift

Determine the gift

The dream gift? Five in 10 employees wish **to be surprised** with a **gift voucher**. Three in 10 employees are happy with a **tangible gift**, food or some beverage.

With a versatile gift card, you gift the recipient the absolute **freedom of choice**. This way, you are sure to give the right gift and your gift will not end up at the back of the cupboard or in the attic. If you prefer to give a tangible gift on this joyous day, be sure to ask immediate colleagues for tips. That way, you avoid a gift that is less appreciated.



Do you opt for the **Kadonation Gift Voucher** and do you provide one on several occasions in the employee journey, the recipient can **combine them all into one voucher**. This will save for a bigger gift. The gift card can also be divided over multiple retailers and charities affiliated with Kadonation as partners.



3. Colleagues

Involve the colleagues

The gift is only the carrier of the message. Meaningful gifts are given by enriching them with **wishes of colleagues**. The warm words of colleagues are sure to touch the heart of the birthday boy or girl.

Passing a card around the office is less convenient in this age of hybrid working. A **digital solution** is therefore indispensable. Digital is faster, more efficient and more sustainable. Moreover, it offers the possibility to add **video messages**.



Use the Kadonation **Kudos service** and involve as many colleagues as you wish in collecting birthday wishes digitally. Once the birthday person activates the Kadonation Gift Voucher, all wishes become visible.



4. Everyone

Make sure you don't forget anyone

An appreciation moment that falls on a different day for each employee requires quite a bit of **attention** and **administrative follow-up**. Because nothing is more painful than sending birthday wishes to one colleague and totally forgetting another's birthday. Auch..



For this too, you can rely on Kadonation. Fully compliant with privacy protection rules, we link to your employee database. This will keep you informed of upcoming birthdays and set any reminders. No more birthdays will be forgotten.

5. Party

Blowing out candles

Give the birthday boy or girl a real party at the office: decorate the workplace with the necessary props, put on party hats, provide cake and birthday candles and have a party song blaring from the speakers. Good for the **office mood!**

And definitely don't forget to hand over your birthday present.





KADONATION SELECT

Give the **right gift** at the right time, in all simplicity.



The platform for hassle-free gifts.

Kadonation Select is **one platform** to manage your **employee gifts, expenses and invoices**. In just a few clicks (or automatically), surprise your employees with personalised gifts, without any hassle. With Kadonation Select, you choose for **every occasion** from a **wide range of** gifts and presents. And best of all? It is completely **free**.



Time saving

Kadonation Select is a **user-friendly one-stop shop**. Give the **appropriate gift in no time**.



Personalisation

Add a **personal** video or text message to your gift, complemented by the warm words of colleagues.



Don't forget anyone

Through a **secure link** with the personnel file, you are informed of upcoming birthdays or you can let everything happen automatically.



Control

Keep fingers on buttons. Define who can order gifts with the platform and set powers and budgets per **occasion**.



ENGAGEMENT

At Kadonation, we have our hearts in the right place.

We are committed to **act sustainably** and constantly strive for improvement in terms of the 3 Ps: **People, Planet and Prosperity**.

For **every €500** of birthday gift vouchers that you order through Kadonation Select, Kadonation will donate **€1** to **FEESTvarken vzw** (Belgium) or to **Stichting Jarige Job** (Netherlands). These charities combat child poverty by donating birthday packages with a gift, party supplies and treat attributes to birthday children. So the birthday boy or girl can have a real birthday party!

