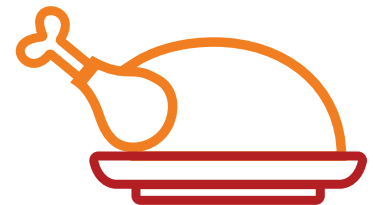


Growing Company Keeps Turkey-Giving Tradition Alive

For many people, the holidays are all about gathering together to spend quality time with family. A family-owned company founded over 50 years ago with just 35 employees, that has grown to over 15,000 employees in the U.S., has been showing gratitude for its employees by providing the centerpiece to their families' holiday gatherings: a Thanksgiving turkey.



As Company Grows, Gift Giving Becomes Challenging



As the company has grown, it's become challenging to send frozen turkeys to all its employees. Some of the company's locations have thousands of employees while others have only 10, and the vast range in needs made delivering the frozen turkeys complicated. Some employees, such as ones who work remotely, are not always on site when the frozen turkeys arrive, so the company would have to keep them frozen until they could retrieve them. Plus, trying to ship frozen turkeys to locations in warmer states added an additional layer of complexity.

Gifting the frozen turkeys was becoming more and more complicated, but the company didn't want to give up the tradition. It was a gift that employees looked forward to each year — it's something their whole family can enjoy.

The coordination team was tasked with looking for other options. The company didn't want to give gift cards to their employees because they couldn't guarantee the purchase of a turkey or that the value would cover the total cost of a turkey at an employee's local grocery store. They tested out a gift certificate company, but had poor customer service, long lead times and additional manual work. The coordination team decided to contact gThankYou to see if they could help.

Most companies treat gThankYou's Turkey Gift Certificates as nontaxable.
Check with your financial advisor to see if your business can too.

Turkey Gift Certificates Provide Welcome Gift-Giving Solution

Turkey Gift Certificates from gThankYou were the perfect solution for the company's gift to its remote and small population locations, while employees in more centralized locations like its corporate headquarters still received frozen turkeys. This ensured that all employees received a gift.

Working with gThankYou made the gift-giving process easy. The company experienced responsive and helpful customer service. gThankYou provided a quick turnaround on last-minute orders and trackable Certificate delivery, so the coordination team could ensure that the Certificates reached their employees. The team also appreciated that over-purchases could be refunded in the form of a credit — something they hadn't experienced with other vendors.



gThankYou was accommodating, had good customer service and good communication.



- The Coordination Team

gThankYou also helped design a custom card for sending the Certificates to employees that included information on how and where to use the Certificates. The coordination team sent gThankYou artwork for the card, so all of the company's employees would still receive a similar holiday card whether they were receiving a frozen turkey or a Gift Certificate.

"Working with gThankYou was simple and streamlined. There are no unnecessary extra steps in the process," said the coordination team.

Company's Gift Certificate Orders Grow Each Year

The Turkey Gift Certificates have been a success for the company. Each year, the company's order increases, with 4,000 employees receiving Turkey Gift Certificates in 2019. Employees are grateful for the gift, and the company appreciates the continued good customer service they receive from gThankYou.

To learn more about how you can express gratitude to your employees with a gThankYou Certificate, visit gthankyou.com.

About gThankYou

Based in Madison, Wisconsin, gThankYou is a family-owned business that creates custom Certificates of Gratitude™ good for popular and practical food items such as a Thanksgiving turkey, Christmas ham or groceries and redeemable at major U.S. grocery stores. All Gift Certificates come with customizable Enclosure Cards, so every gift can have a personalized note of appreciation. gThankYou works with companies, nonprofits and government agencies interested in a convenient way to share meaningful yet affordable food gifts and incentives.

