



Employee Appreciation Toolkit

Simple & Effective Ways to Recognize Your Team

*Because a workplace culture that **ROCKS** starts with appreciation!*



Did you know that companies with a strong culture of recognition have:

Why Employee Appreciation Matters

31%

lower turnover

Employees who feel valued are more likely to stay.



12%

higher productivity

Appreciation fuels motivation and performance.

21%

increase in profitability

Engaged employees contribute to better business outcomes.



Appreciation isn't just about a single day—it's about reinforcing a culture where employees feel valued every day. Use this toolkit to make employees feel appreciated, no matter your budget.

5-DAY EMPLOYEE APPRECIATION CHALLENGE

Employee appreciation isn't just a one-time event—it's a culture. This **5-day challenge** is designed to foster gratitude, increase engagement, and boost morale in a fun, structured way. Each day has a specific theme, activity, and bonus challenge to deepen participation.

Encourage **leaders, managers, and employees** to join in, share their experiences, and celebrate workplace appreciation together.

Day 1: Start with Gratitude

Activity

Leaders send a **company-wide email, memo, or social media post** recognizing the team's hard work and dedication. **Make it personal** by sharing specific achievements, milestones, or employee contributions.

Bonus Challenge

Encourage employees to write **one thank-you note** (email, Slack, handwritten, or sticky note) to a colleague who has made a positive impact. Provide pre-made thank-you cards or digital templates to make it easier.



Pro Tip

Set up a **"Wall of Thanks"** in a common area or create a virtual appreciation thread on Teams/Slack where employees can publicly recognize each other.

Day 2: Shine the Spotlight

Activity

Launch a **Shout-Out Board** (physical or virtual) where employees can recognize peers for their contributions. Whether it's a small act of kindness or a major achievement, give employees the platform to celebrate each other.

Bonus Challenge

Leadership records and shares a **short video message** expressing appreciation. It could be a fun 30-second clip from the CEO or a compilation of managers thanking different teams.



Pro Tip

Use hashtags like **#WeAppreciateYou** or **#GratitudeAtWork** on internal or external social media to boost visibility and engagement.

Day 3: Recharge and Reflect

Activity

Encourage employees to **take a wellness break** by providing coffee, snacks, or organizing a fun activity (e.g., guided stretch breaks, group walks, or desk yoga).

Bonus Challenge

Offer a **flexible work option** for the day—extended lunch breaks, remote work options, or a **"Wellness Hour"** where employees can step away from their desks and do something that refreshes them.



Pro Tip

Create a **"Wellness Wins" challenge** where employees share self-care activities they did during the day (e.g., drank more water, took a walk, meditated). Reward participation with small incentives like a raffle for a wellness prize.

Day 4: The Power of Purpose

Activity

Let employees vote on a **charity or cause** the company will support in their honor. This makes them feel part of something bigger and fosters a sense of purpose.

Bonus Challenge

Encourage team members to **volunteer** together or share causes they care about. The company could match donations, offer a paid volunteer hour, or organize a team service event.



Pro Tip

Share employees' stories about **why they support certain causes** in an email or company newsletter to deepen connection and engagement.

Day 5: Celebrate and Elevate

Activity

Host a **company-wide appreciation event**—whether it's a catered lunch, a fun awards ceremony, or a team-building activity, make the day **about celebrating your people**.

Bonus Challenge

Announce an **"Above & Beyond" award** or give out small, personalized gifts (e.g., handwritten notes from leadership, gift cards, team swag). Publicly recognize individuals who have made a significant impact.



Pro Tip

Create a **video montage** of employee highlights from the week—fun moments, team shout-outs, and wellness wins—and share it with the company to close the challenge on a high note.

At the end of the week, send a **reflection email** recapping the challenge, sharing stories of appreciation, and encouraging employees to continue the gratitude momentum year-round. Consider turning this into a **quarterly or monthly tradition** to sustain workplace appreciation.

Next Steps:

- Share photos or testimonials from the week on LinkedIn to showcase your culture.
- Ask employees for feedback on their favorite parts of the challenge.
- Keep the recognition going by implementing small, ongoing appreciation efforts.



FUN & ENGAGING RECOGNITION ACTIVITIES

Gratitude Wall

Create a physical or virtual space where employees can post what they appreciate about their colleagues.

Peer Recognition Cards

Provide small 'Thank You' note templates for employees to recognize each other.

Shout-Out Board

Set up a Slack channel, whiteboard, or bulletin board where people can give kudos throughout the day.

Secret Appreciation Partner

Pair employees to secretly recognize each other throughout the day with small gestures.

Office Superlatives

Vote on fun awards like **'Most Likely to Brighten Your Day'** or **'Office DJ of the Year.'**

Surprise Appreciation Announcements

Have managers pop into meetings and **randomly call out outstanding employees** for a moment of public recognition.

Mystery Gift Giveaways

Distribute small envelopes with surprise gifts, ranging from coffee vouchers to extra PTO.

Commit to Year-Round Appreciation

Have leaders make a **Recognition Commitment** outlining how they'll **sustain appreciation beyond today!**

MAKE APPRECIATION A HABIT, NOT A HOLIDAY!

A culture of gratitude leads to stronger teams, happier employees, and a workplace that people don't want to leave.

Pick one or more of these ideas to energize your team!

👉 Need help creating a gratitude-rich workplace? Let's talk! 🚀