

2023 Inspirations to Give calendar

January

- 9 National Law Enforcement Appreciation Day
- 16 Martin Luther King Jr. Day
- 17 International Mentoring Day
- 19 Get to Know Your Customer Day
- 24 National Compliment Day
- 27 National Have Fun at Work Day

Run a post-holiday promotion

With many people looking for post-holiday deals, there's never been a better time to engage with old and new customers alike.

Consider launching a new product and offering a reward upon purchase or giving a gift card for new customers who join your loyalty program.



February

Black History Month

- 14 Valentine's Day
- 17 Random Act of Kindness Day
- 20 Presidents' Day

Reward the middle

Too often, your star and underperforming employees get the most attention. However, studies show that rewarding small wins motivates average employees to go above and beyond the call of duty¹.

Reward the small wins, like recognizing mid-project milestones, asking thoughtful questions or having a keen eye for detail.



March

Women's History Month
Social Work Month
Fraud Prevention Month

- 1 World Compliment Day
- 3 Employee Appreciation Day

Encourage peer-to-peer recognition

77% of employees want to participate in peer-to-peer recognition². This Employee Appreciation Day—encourage everyone in your company to recognize each other—not just managers or executives.



April

Financial Literacy Month
Stress Awareness Month

- 16-20 National Volunteer Week
- 20 Get to Know Your Customer Day
- 21 World Creativity and Innovation Day
- 25 National Library Workers Day
- 26 Administrative Professionals Day

Integrate financial education into your marketing strategy

Customers are savvier than ever, and they're always on the hunt for brands that can add value to their lives or business. If it makes sense for your brand, sponsor an educational session on personal finance and raffle off prepaid cards to attendees or donate a percentage of your profits to a financial literacy organization.



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Connect with a rewards and recognition expert **at 866.353.4877**.

1. Steenburgh & Ahearne, "Motivating Salespeople: What Really Works.", Harvard Business Review
2. Blackhawk Network Employee Appreciation Study, 2022

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May

*Mental Health Awareness Month
Asian Pacific American Heritage Month
Jewish Heritage Month*

- 1-5 Teacher Appreciation Week
- 4 International Firefighters Day
- 6-12 National Nurses Week
- 19 Bike to Work Day
- 21-27 National EMS Week
- 29 Memorial Day

Cultivate a culture of belonging

Consider organizing educational mental health events, refreshing benefits communications, or simply remind managers to check-in with their teams.

Genuine gratitude, especially from a manager, can boost employees' confidence and well-being.



June

LGBTQ Pride Month

- 7 Global Running Day
- 18 International Picnic Day
- 19 Juneteenth

Warm up to summer fun

Let's face it—when summer rolls around, many of us would rather be outdoors than sitting in Zoom meetings.

If you haven't already, consider embracing flexible scheduling, host a virtual picnic, or give your employees an extra day-off (or a few!) to enjoy summer fun.



July

*Women's History Month
Social Work Month
Fraud Prevention Month*

- 4 Independence Day
- 16 National Ice Cream Day
- 20 Get to Know Your Customers Day
- 24 International Self-Care Day
- 27 National Intern Day

Run a back-to-school promotion

Compared to discount-based promotions, reward-based promotions earn almost double in sales.³ Why? Because customers simply love gift cards!

To stand out from the pack, give shoppers 2X loyalty points for buying select school supplies or offer a gift card for those that purchase select items.



August

- 17 National Non-Profit Day
- 19 World Humanitarian Day

Reduce roadblocks to optimize workflows

Reducing red tape empowers your employees to work faster, smarter and more creatively. Reward employees who streamline processes that contribute to individual and organizational success.



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September *Hispanic Heritage Month*

- 4 Labor Day
- 10 World Suicide Prevention Day
- 11 National Day of Service

Recognize the journey

As we ramp up for the peak sales season, think about offering activity-based sales incentives, such as for the number of calls made or number of demos given.

Research indicates that rewarding sales employees for effort increases sales by 6 – 9% versus giving incentives for the outcome alone ⁴.



October *National Disability Awareness Month Global Diversity Awareness Month*

- 10 World Mental Health Day
- 16 Boss Appreciation Day
- 19 Get to Know Your Customers Day
- 31 Halloween

Don't forget about people managers, too

People managers are employees too, but they often get the most responsibility and the least recognition.⁵ Encourage employees to celebrate their bosses and send them some recognition.



November *Native American Heritage Month*

- 1 Stress Awareness Day
- 11 Veterans' Day
- 13 World Kindness Day
- 23 Thanksgiving Day
- 28 Giving Tuesday

Revisit your products or services' value proposition

Sales reps who believe in the value of their products are more likely to sell more.⁶ Consider refreshing your sales training materials and reward both training participants and those that apply their learnings.



December *Happy Holidays!*

- 5 International Volunteer Day
- 7-30 Holiday Season
- 31 New Year's Eve

Focus on holiday self-care

Encourage employees to make time for themselves through mindfulness, exercise or doing a new routine. Remember to take time out for yourself too and celebrate everything you accomplished this year!



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4. Rao, R. S., Viswanathan, M., John, G., & Kishore, S. (2021). Do Activity-Based Incentive Plans Work? Evidence from a Large-Scale Field Intervention. *Journal of Marketing Research*, 58(4), 686–704. <https://doi.org/10.1177/00222437211020013> <https://journals.sagepub.com/doi/10.1177/00222437211020013>
5. Maese & Wetherell, "Are you Playing Favorites with Employee Recognition?", 2022, gallup.com/workplace/392660/playing-favorites-employee-recognition.aspx
6. Schultz, Mike, "Key Influences on Sales Motivation.", Rain Group, <https://www.rainsalestraining.com/blog/key-influences-on-sales-motivation>