

# 5 TIPS

## for Driving Employee Vaccinations

A recent Blackhawk Network survey showed nearly two-thirds of respondents said a reward would increase the likelihood they would get a COVID-19 vaccine (or get it sooner).<sup>1</sup> So how do you ensure your program will work? Follow these best practices of rewards leader Blackhawk Network.

### 01

#### Keep it simple.

Everyone understands rewards. If they do something, they know they'll get something.



### 02

#### Use the right reward.

Money talks. Of the two top motivators, a monetary incentive (47%) far outweighs paid time off (19.5%).<sup>1</sup>



### 03

#### Don't break the bank.

Make sure you don't overspend. Our research shows more than one-third would get the vaccine for \$100 or less.<sup>1</sup>



### 04

#### Give them what they want.

There are a ton of reward options, but research shows people prefer prepaid cards.<sup>2</sup> Why? You can spend them almost anywhere and get whatever you want.



### 05

#### Reward fast.

It's best to deliver the reward as close to the behavior as possible. Luckily, today's virtual rewards can be emailed, texted and used almost instantly.



Blackhawk Network knows rewards, we know what works and we're standing by to help make your program as effective as possible.

**Talk to a Blackhawk Network  
rewards card expert today.**

**866.353.4877**

**BlackhawkNetwork.com/5-vaccine-tips**

1. The COVID-19 Vaccine Incentives Report, Blackhawk Network, January 2021

2. The Incentives Study, Murphy Research, February 2019

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