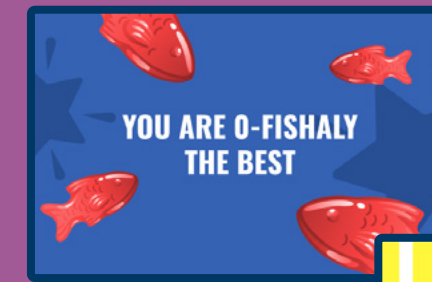
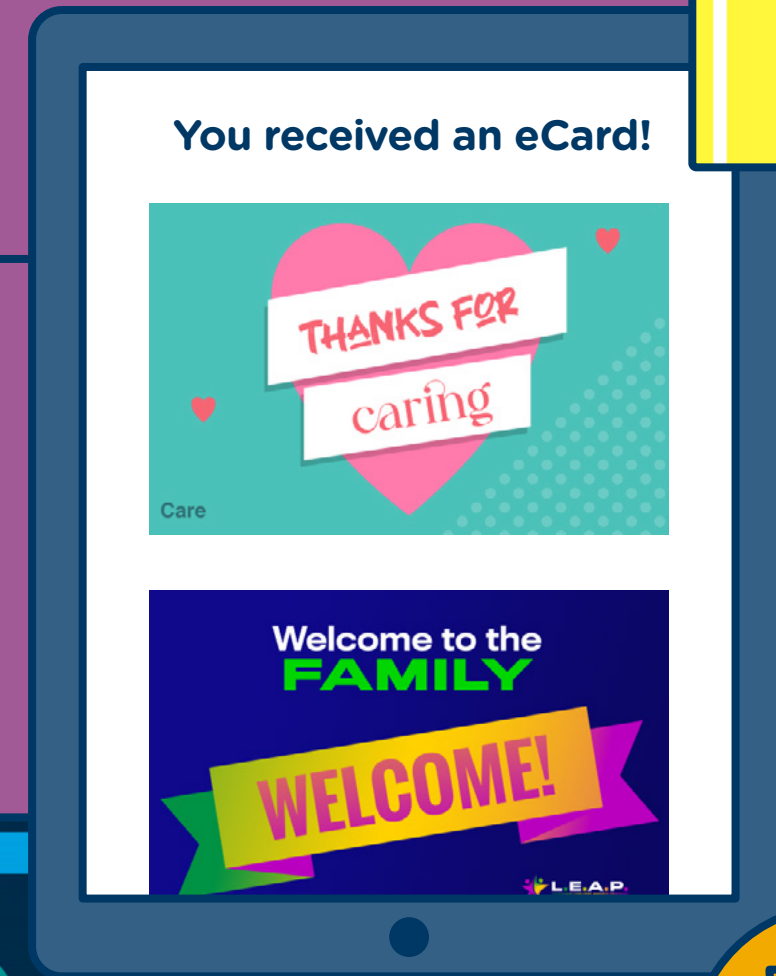


# 12 Ways eCards Help Build an Amazing Culture of Recognition

A practical guide to using eCards in your R&R program



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# Introduction

Hi there,

I'm Alana Cummings, and I work with our Client Success Managers to oversee our clients' reward and recognition programs as part of their employee engagement journey. A key part of that journey is employee recognition, and out of our thousands of clients, many choose to start their recognition strategy with eCards. In fact, last year, our clients sent **nearly 3.2 million eCards** to recognize their colleagues. Even at Reward Gateway, we send hundreds every month.

**Simply put: We love eCards.**

Why? They're a quick and easy way to start building a culture of continuous recognition at your organization that everyone can take part in.

Employee recognition is an important piece of building better employee engagement at organizations of all sizes. In this eBook, you'll learn:

- **What eCards are and how they fit into building a culture of continuous recognition.**
- **Why peer-to-peer recognition is so important for your team.**

- **Real-life examples of how organizations use eCards to boost values, drive productivity and more.**

Whether you're just getting started on employee recognition, or looking for a great peer-to-peer solution to add to your existing roster, eCards can help. I'm looking forward to sharing some of my favorite examples with you.

**Alana Cummings**

Client Success Team Manager

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# What are eCards?





**You're likely familiar with paper cards – they come in all sizes and shapes, and there's one for every occasion. eCards are just what they sound like, a digital version of a greeting card, and there are a few great benefits to them:**

**They're simple.** eCards are a very simple concept – you select the one you'd like to send and then who you want to send it to. Next, write in your message and off it goes. Anyone within your organization can send as many eCards as they'd like, to anyone in your workforce, which helps increase peer-to-peer recognition and boosts morale.

**They're creative.** Depending on the look and feel you're after, eCards can be customized to suit your organization's brand colors, messages and really, anything you like.

**They're environmentally friendly.** Because everything's digital, you can keep in line with a paper-free policy at your organization. (Although, we do have some at Reward Gateway who print them out as a “badge of honor” and keep them at their desks!)

**They're easy to produce.** Decide what you want to showcase, design your perfect creation and then tell your employees about them so they can start sending! Need ideas? We've designed thousands of eCards over the years and our brilliant Design team can help support your visions!



## Insights

### Why employee recognition matters

There are true benefits to employee recognition.

### Did you know...

- 82%** of employees believe that praise and recognition helps them improve their job performance (Gallup)
- 60%** of U.S. employees want their employer to increase their investment in employee reward and recognition. (Reward Gateway Employee Engagement Trends Report, 2023)
- 84%** of employees stated that feeling listened to by leadership was important to their wellbeing. (Reward Gateway State of Employee Burnout Report, 2022)

## These are some of the most common ways we've seen eCards categorized:

### Company Values

Reinforce your values by sending branded eCards to call out values-driven behavior in your employees' day-to-day.

### Strategy Contributions

eCards that complement your documented company strategy help celebrate employees who contribute to its various parts (and keep up motivation!)

### Goals and Achievements

Intended for one-off occasions, these are to celebrate successes like hitting a quarterly sales target or awards like Employee of the Month.

### Special Greetings

Engage your employees by sending special occasion cards to welcome and celebrate both new and tenured employees, major life events (like marriage or a baby), or just to connect.

### Diversity, Equity and Inclusion

Create special eCards for multicultural holidays, awareness months (like Pride in June and Stress Awareness in April) or notable days (like International Women's Day) to encourage and promote inclusion at work.



**of employees surveyed said their wellbeing at work would improve if they were merely thanked more often.**

(Source: 2023 Employee Engagement Trends Report)

“The eCard system has been a real success. We tend to average around 700-800 recognitions sent between staff across all areas of the business every month. Employees can also use the cards to nominate each other for our quarterly Outstanding Achievement Awards – another popular initiative we now run through the platform.

Checktrade's Chief  
People Officer

**Checktrade**

# Understanding the benefits of a peer-to-peer recognition program

We know that individuals need self-esteem boosters, getting a sense of belonging from the showing and receiving of love. eCards help employees understand that they've been appreciated and that they're doing a great job at whatever you choose to have your eCards reinforce.

Recognition sits at the very top of **The Engagement Bridge™**, our 10-step employee engagement model, and that's because it's critical to having an engaged workforce.



[rg.co/ebridge](https://rg.co/ebridge) 

There are many benefits of peer-to-peer recognition, which is only one part of a more comprehensive employee reward and recognition strategy.

You could also include programs that include recognition from the leadership team to managers, line managers to their direct employees, and more.

**Peer-to-peer recognition is a great starting point, and here's why:**

1

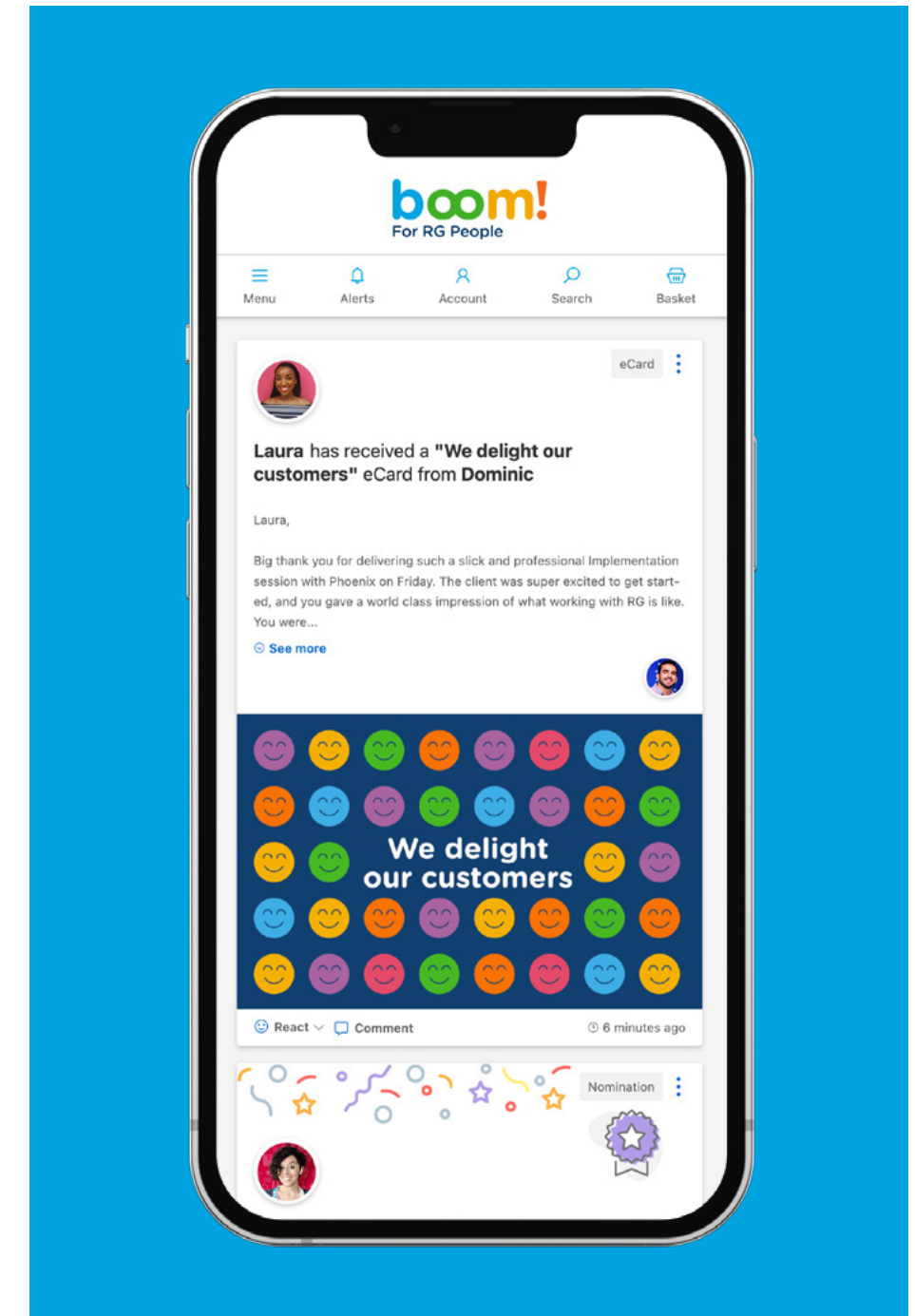
It helps managers, as their team can be their eyes and ears and **notice their colleagues' performance** when they aren't physically there. With our program, managers can be notified when members of their team receive eCards so they can see who's being recognized more frequently, and for what actions.

2

It encourages employees to think about what it means to **practice your company values**, or other achievements that merit an eCard.

3

It **inspires employees** - when you see someone being recognized for a certain action, you're more likely to do that yourself. Likewise, when employees see others sending eCards, they're more likely to do it as well.





# Understanding the Purpose of eCards



# eCards can be used for endless reasons

Here are a few examples of how your eCards can help your organization:



## **Boost engagement for temporary or seasonal events**

Around the holiday season, times of stress can be high, especially for retail employees or other customer-facing jobs – so spread the festive spirit with a special seasonal eCard. You could also show your love for your employees on Valentine’s Day or reflect on your company anniversary with a specially themed birthday card!



## **eCards for special milestones throughout the employee experience**

Encourage managers to set up eCards for members of their team to automatically thank them for their hard work and never miss out on a birthday or work anniversary again.



## **Welcome new employees on board**

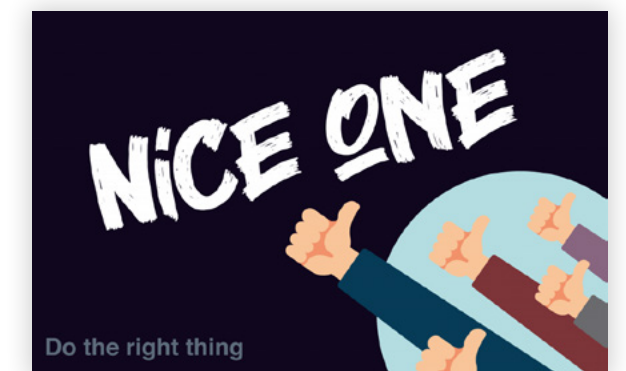
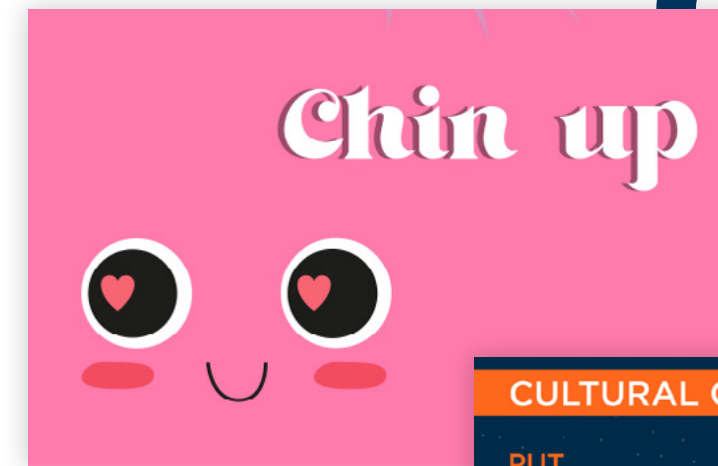
Pass on a warm and fuzzy feeling from day one with a special eCard that others can send to new members of their team. Improve collaboration by using an eCard to introduce members of your team to one another and help your onboarding processes go even smoother.



## **Connect your workforce, no matter where they are**

Choose an eCard program that’s easily accessible on mobile and tablet (or better yet, an all-in-one app) to ensure engagement, no matter where eCards are received. This means your field or remote workforce will appreciate being recognized even if they’re not physically in the office, on their own time.

Need more inspiration? Here are a few more of our favorite eCards:

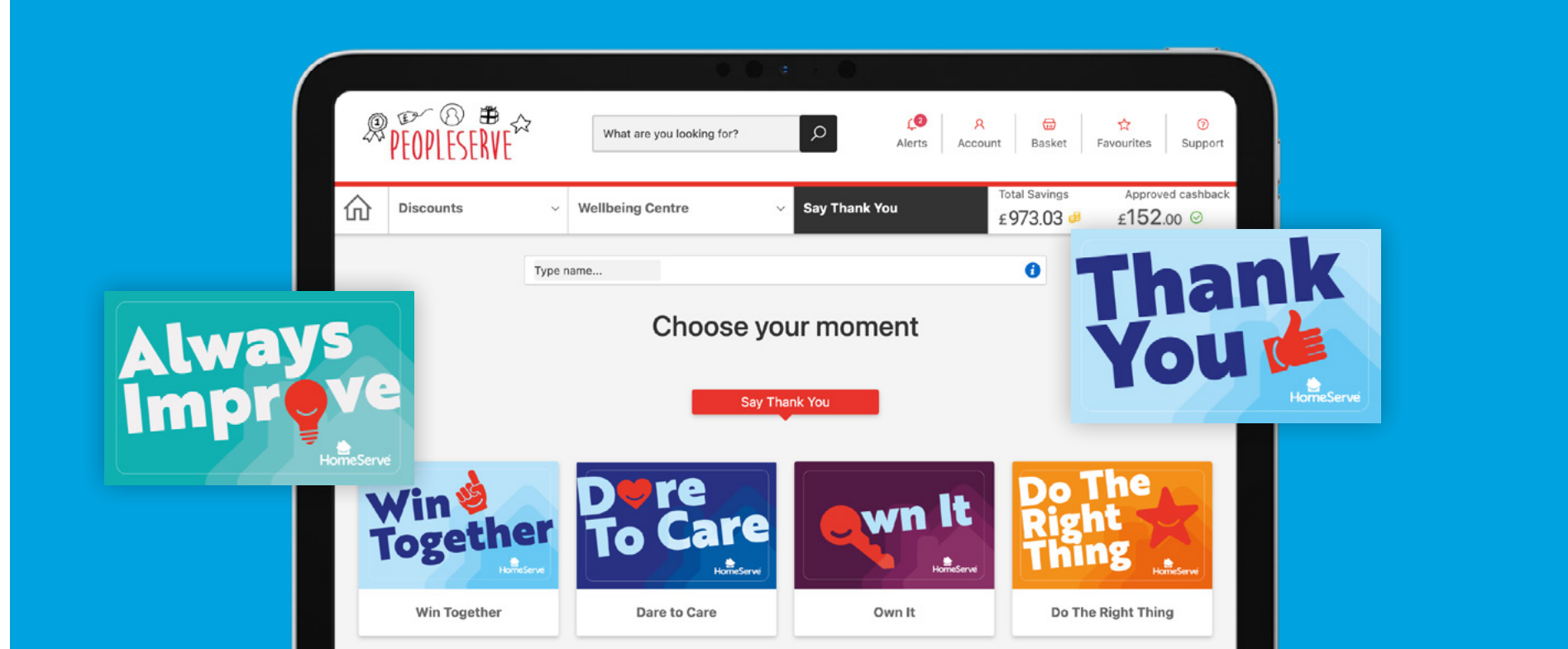




# Bringing the Value of eCards to Life







HomeServe



**Industry:**  
Consumer Services



**Number of employees:**  
2,500



**Platform features:**  
Employee wellbeing, employee communications, employee rewards and recognition, employee discounts

## HomeServe creates a culture of recognition with eCards

### Goal: Bring awareness to your company values

HomeServe's main goal was to improve its culture so that employees saw the home energy and repair company as a great place to work, while encouraging peer-to-peer recognition to connect a spread out workforce with office and field-based workers.

HomeServe launched its platform PeopleServe with 'Thank You' eCards, and within six months nearly 90% of employees are registered, with **more than 8,000 eCards sent among employees.**

**"Everyone knows what our values are – they live and breathe them because they believe in them. The recognition is there to reinforce those behaviors, and the eCards are linked to them. It's also helped us stand out as a top employer as we enhance our Employee Value Proposition."**

**Head of Engagement and Talent Development at HomeServe**

### 3 tips for eCard design success:



#### **Simplicity**

Keep the design simple and easy to understand.



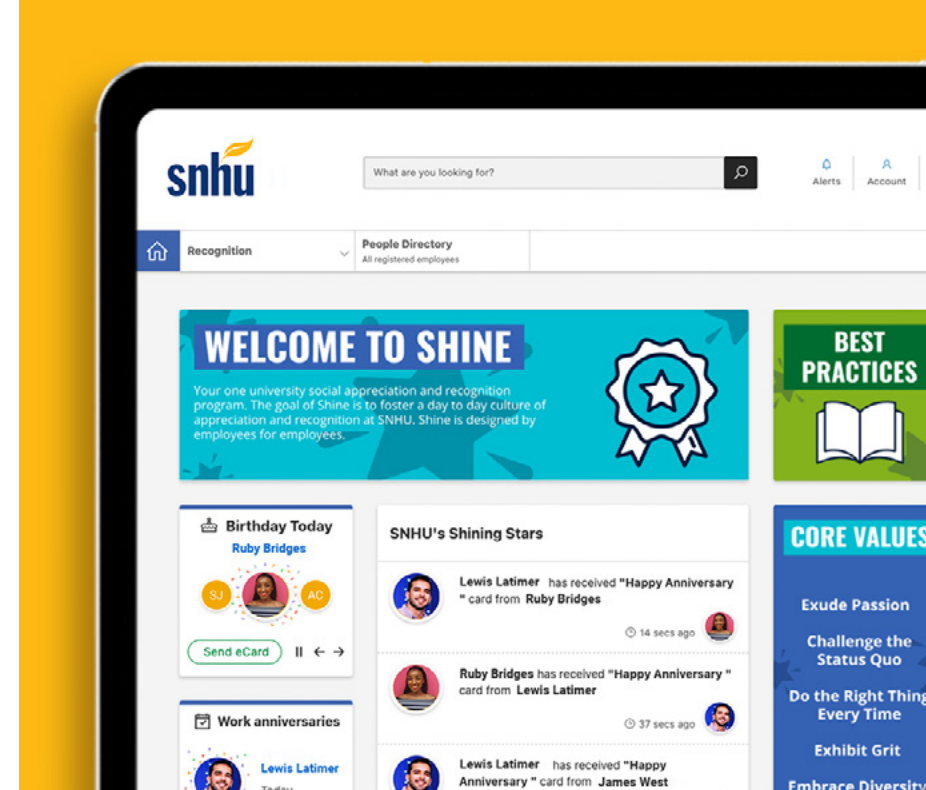
#### **Brand consistency**

Align brand colors to make it clear where the recognition is coming from.



#### **Push the boundaries**

Consider more elaborate designs for eCards that are sent more frequently – e.g. "Good job!" or "You are a star."





**Industry:**  
Education



**Number of employees:**  
4,400+



**Platform features:**  
Employee reward and recognition,  
employee communications



## Southern New Hampshire University uses eCards to drive values-led behavior

### Goal: Build community with strategic recognition

Our client SNHU, a large university in the U.S., uses its eCards to encourage employees to recognize each other for performing SNHU's five core values, including "doing the right thing every time" and "exhibit grit."

**Greetings-based eCards:** There are 11 everyday greeting cards that are meant for touch points of appreciation. These encompass everything from coming back into the office to happy birthday.

The SNHU team is planning to do regular refreshes based upon usage data and employee feedback.

**Values-based eCards:** SNHU has five core values that are deeply embedded in everything that the organization does. These are reflected in the branded eCards and employees can send them at any time, from any device.

In the first year alone, **more than 26,600 eCards have been sent**, with 87% of employees having received an eCard!

**"It's not just about having these eCards, it's about the best practice that we roll out that helps demonstrate how you recognize someone who has exhibited one of these behaviors. We're now seeing that people are actually starting to utilize these value-based recognition eCards to help drive behaviors that drive results within their teams, especially leaders."**

**Director of Employee Experience at SNHU**



# Checkatrade transforms company culture through centralized engagement platform and tailored eCards

## Goal: Recognize specific value-oriented behaviors

Our client Checkatrade, a UK online trade directory, connected its dispersed workforce with their engagement platform called “FAB,” which stands for “Features, Advantages and Benefits.” FAB offers peer-to-peer eCards to recognize good work, which display on a public social wall where coworkers can react and comment on successes.

“One of the most valuable outcomes is being able to see a senior leader recognize the efforts of a junior employee directly through FAB. It’s created far more connectivity within our culture, to the point where people are now far more comfortable having a quick chat with the CEO or senior management. That breeds stronger engagement and purpose throughout the organization.”

Chief People Officer, Checkatrade



**Industry:**  
Consumer goods & services



**Number of employees:**  
440



**Platform features:**  
Employee discounts, reward and recognition, employee communications, wellbeing

## 3 tips for boosting eCard deliveries:



**eCard launch**  
Consider a special eCard launch with an eCard from the CEO to encourage sign-ups and engagement from the first one sent!



**Company values**  
Link eCards directly to your values to encourage building a culture of recognition from the bottom up and across the business.



**Multi-purpose platform**  
Host eCards on a platform with other must-haves, such as benefits information or company communications. By doing this, Checkatrade has seen 50% of its 97% active user base visit FAB more than five times a week!



# How to Create a Culture of Continuous Recognition





**Fostering a culture of recognition can be an uphill battle, but by following a few key principles you can start your own Thank You chain at work. Here's a closer look at our suggestion for your MUST-haves in recognition:**



## **Meaningful**

Make moments of recognition matter by making them detailed and meaningful. Why does your fellow colleague deserve recognition? Ensure the person knows specifically what they've done, and how they've helped you.



## **Unified**

Make sure to build an initiative that allows for all to give and all to receive recognition under one brand to better connect your people.



## **Spotlight**

Shine a spotlight on moments of recognition, either through social capabilities or other public means, to celebrate achievements and reinforce habit for the rest of the company.



## **Timely**

Make recognition more impactful by sending moments of recognition instantly that are easily accessible anytime, anywhere.

**To look at how your eCards are doing, there are a couple factors you can look at:**

First, see if overall engagement on your platform has increased since the introduction of eCards to see if they're being received well.

Reward Gateway clients can access a simple dashboard via desktop, tablet or mobile app to get a glance at how many eCards are being sent daily, monthly, yearly or in any specified amount of time, which eCards are being sent the most and even who's sending them.

You can pinpoint if there's a certain group of employees that aren't engaging and tailor your eCard designs and messaging to fit them.



# Conclusion

## Ready to take the next step on your eCard program?

I hope you've found these tips and examples helpful no matter where you are in your own employee recognition journey. In my years of working with hundreds of clients, eCards are one of my favorite things to talk about since it's such a simple concept, with big results.

My team at Reward Gateway can help you create a recognition strategy and help you choose and design what eCards best fit your goals. We've done it all – from brand alignment to quirky concepts, and have the expertise to help you put in place eCards that will delight

your employees and provide real value to your organization.

But eCards are just the start, as our suite of recognition products allows organizations to nominate award recipients, give out monetary rewards, create your own awards and more – we even have a branded app to complement your reward and recognition strategy!

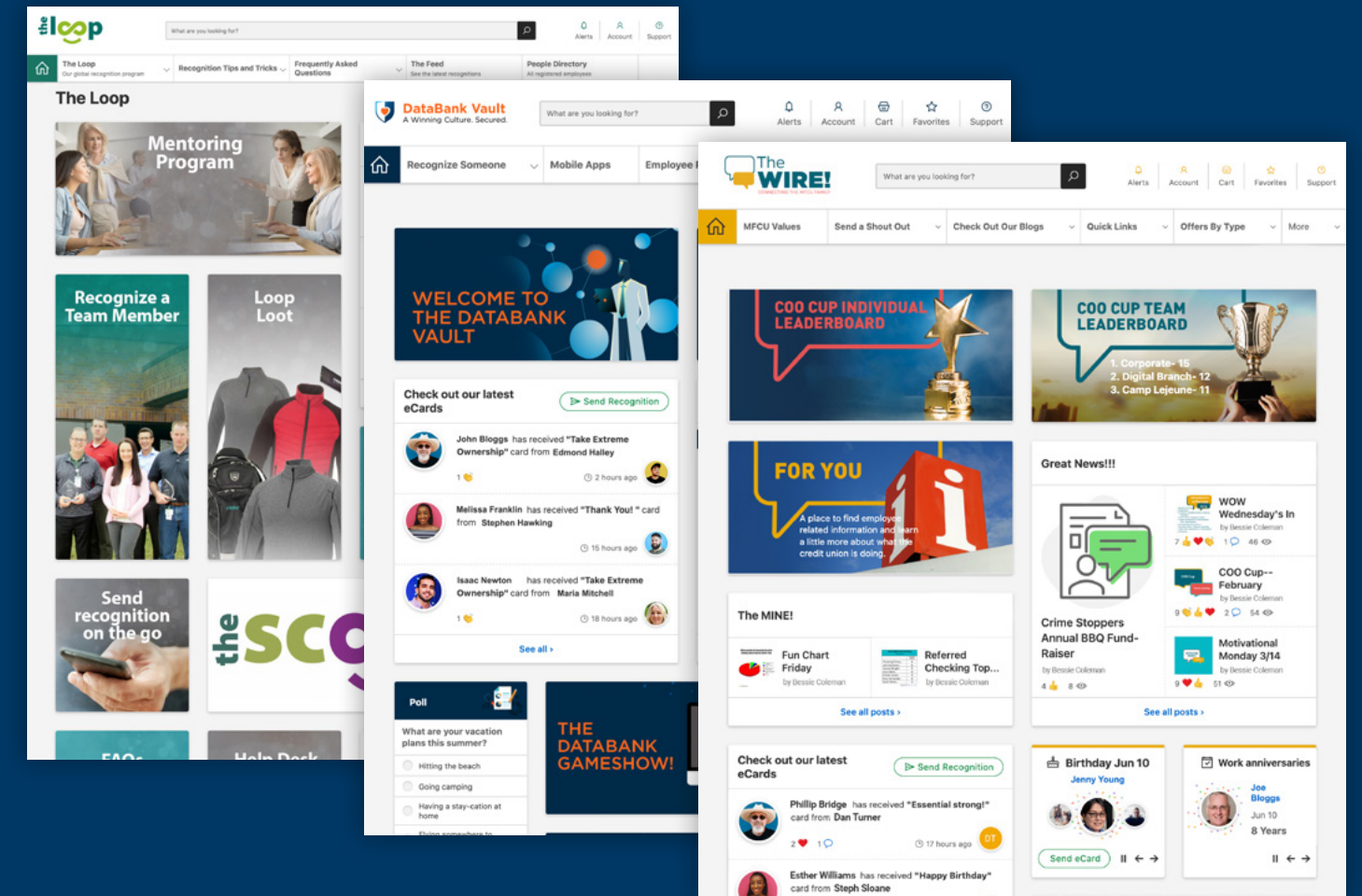
Get in touch with us today to see how we can help you get started with our reward and recognition tools.

To better engagement,

### Alana Cummings

Client Success Team Manager

[alana.cummings@rewardgateway.com](mailto:alana.cummings@rewardgateway.com)



## About Reward Gateway

Partnering with over 4,000 companies in 23 countries, we empower more than 6.5 million employees to connect, appreciate and support one another to make the world a better place to work. Our unified employee engagement hub provides the best of recognition, reward, surveys, benefits and discounts that support the overall wellbeing of our client's employees, enriching their talent acquisition, retention and values-driven growth.

Learn more at [rewardgateway.com](https://rewardgateway.com)

Contact us: [rg.co/contact](https://rg.co/contact)