Email Templates for Administrators

Internal Template 1

Subject: How our employee recognition program helps you!

Hi everyone!

As we launch Guusto for employee recognition, I just thought I'd share some useful insights and resources about how this initiative can benefit you as managers.

You might be surprised by just how big a difference this program can make to team morale and performance!

Recognition is your most valuable tool to engage employees
As a manager, you sometimes have limited means to make your top talent feel valued. How do you make sure your people know how much you appreciate them? How do you motivate them to go the extra mile? How do you encourage the behaviors you want to see from them?

Employee recognition can be the most valuable tool you have for this purpose. It allows you to provide a tangible reward to employees when they excel, and further incentivize good work.

And unlike pay and other benefits, it's a tool you can use any time, at your discretion, without needing to seek approval from anyone else.

What kind of impact can you expect from recognition?
Employee recognition won't just make your team members happier – it will also make your jobs easier. Recognition can help you with:

Retention- [Statistics from Deloitte](#) show that companies with 'recognition-rich cultures' have an average of 31% lower turnover rates than normal!

Productivity- Recognition can help improve employee engagement, which can boost productivity by [up to 21%](#). That's a lot of extra time and bandwidth for everyone.

Trust & feedback- Regular recognizing your team members for the good work they do will make them feel more secure in their roles and build trust. This will make it easier to give feedback in general, as they will be more open and receptive to your input.

Perhaps most importantly, your team members will feel seen and appreciated for all the hard work they do!

Additional Resources on Recognition

If you want to learn more about the benefits of recognition, here's some additional resources I've found:

- [Employee Recognition: Low Cost, High Impact](#) - Gallup Article
- [Why it is all about personal recognition](#)- Tedx Talk with Arnold Blits
- [Why the ROI for Recognition Programs is mind-blowing!](#)- Blog by Guusto

Please feel free to come to me with any questions you might have about using Guusto and how to get the most out of this program. I'm excited to be moving forward with this initiative with you!

Thanks,
FIRSTNAME

Internal Template 2

Subject: Understanding Your Recognition Program Guidelines
Hi everyone!

I understand that a few of you would like to know more about how and when to use our recognition program, so I thought I would share a few simple guidelines.

Who can you send recognition to?

As a [manager/employee/admin], you may send gifts to [all employees/all full-time employees/anyone in your department]. You can also send shoutouts to [all employees/all full-time employees/anyone in your department].

When to give recognition
Reasons for recognition may vary. You might want to recognize someone for doing a great job on a project, helping you out in a jam, or even just for being a pleasure to work with. Anything and everything that you appreciate about your colleagues deserves to be celebrated.

Pro Tip: Our core values are a great place to start! Try to reward people for actions and accomplishments that align with what we value.

Tips to make recognition a habit
Recognition is more impactful when it's frequent, consistent, and timely. Of course, with all of your other responsibilities, it can be tough to get in the habit of sending recognition regularly. Here's a few tricks that might help:

- Set a time in your calendar to send recognition once or twice a week
- Put a sticky note on your desk reminding you recognize at least 2 people per week
- Whenever someone does something you want to recognize, set a task in project management software if you can't do it right away
- Take some time at the end of each day and just think whether any of your teammates did something that day you'd like to recognize

Try out some of these tips and see what works for you. You'd be surprised how quickly you get into the habit of using the system regularly.

What type of recognition should you send?

==Shoutouts== are non-monetary recognition that are best suited for informal recognition. Did your colleague give a great presentation? Were they especially helpful with grabbing some information you needed? These are all great reasons to quickly give a shoutout to say thanks.

Gifts are monetary recognition with real dollar value. You can choose how to allocate your budget on a month to month basis. As a rule of thumb, Guusto recommends gifts of between $10-$50 for most real-time recognition.

Budget allocation guidelines
Your monthly budget is $___, and the budget automatically resets at the end of each calendar month/each quarter. Any funds not used from the previous month are not carried over, so be sure to use your budget before you lose it!

If you want to request a top up or additional budget, please reach out to me and we'll discuss it.

Thanks,
First name

Internal Template 3

Subject: A simple user guide to Guusto

Hi Everyone!

I just wanted to share some simple technical tips on how to use Guusto for employee recognition.

How to send gifts

To send a gift in Guusto, navigate to the left menu bar and click on Send Gifts. Check that your desired team and currency are shown in the header. Then follow these steps:

Step 1: Enter the types of gift and merchant, or allow the recipient to choose from over 60,000 merchant locations. Add a gift reason, message, and image to personalize your gift.

Step 2: Choose the delivery method (as default gifts will be delivered via email) and enter your recipient details. Pro Tip: Click Bulk Add Recipients to send more than one gift at once by uploading a CSV file. You can send up to 1,000 gifts at a time!

Step 3: Confirm your order and send.

If you need more information, Guusto has a collection of help articles that go into more detail on scheduling gifts ahead of time, sending printed gifts, and other available options on the platform.

How to make a Shoutout

Shoutouts is your non-monetary option to recognize your colleagues.

Navigate to Shoutouts from the left menu bar. Enter the details and choose a shoutout reason to submit the shoutout.

Scroll down in the feed to see your given and received nominations. You can like and comment your nominations here, or navigate to the dashboard to view all recent team activity. View this help article for more information.

How to Redeem Gifts
When you receive a gift by email, you can add it to your account by following these 3 steps:

1. Click the Claim Your Gift button in the email
2. Login to Guusto
3. Add the gift to your account

When you want to redeem a gift at one of Guusto's merchants, follow these steps:

1. In the Guusto platform, click on the Redeem Gifts tab in left-hand menu
2. Find the gift you want to redeem and click View Gift Details
3. In the right-hand table, enter the amount you want to redeem
4. Under merchants, click browse to select your merchant
5. Once you have selected your chosen merchant, click confirm. Your gift card will show in the right-hand of the screen.

For more detailed instructions, check out [this help article](). You might also want to view these additional resources to learn [how to combine gifts](), [split gifts]() across different merchants, and [redeem printed Guusto gifts]().

Hope this helps. If you have any questions, feel free to reach out to me.

Thanks,
Firstname