



Corporate gifting ideas for **Q1 2023**

Start 2023 right with a calendar packed
with creative gifting campaigns.



Intro

There is something special about the start of a new year - resolutions are written down, goals are set and great plans are made. If you've resolved to make direct mail and gifting one of your best-performing channels in 2023, then you're in the right place.

Get off to a flying start with some pipeline-boosting direct mail and gifting campaigns to help you break into new accounts and close deals faster. Or show your employees that you care with some great employee appreciation gift and campaign ideas.



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January campaign ideas

Month-long campaigns



Dry January (UK)



New Year, fitter you
(Worldwide)



Don't get cold feet
(Worldwide)

One-off campaigns

2
JAN

World introvert day

6
JAN

U.S. National cuddle-up
day

13
JAN

Friday 13th

13
JAN

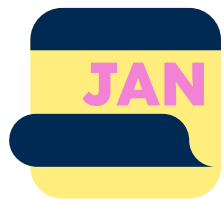
Make your dreams
come true day

16
JAN

Martin Luther King Jr
day

22
JAN

Lunar New Year



Month-long campaigns



Dry January (UK)

The idea behind Dry January is to give your liver a chance to recover from the festive drinking with a whole month free of alcohol. Support people on their quest to resist any alcoholic temptations by gifting them a hamper of delicious alcohol-free drinks or a mocktail making set.



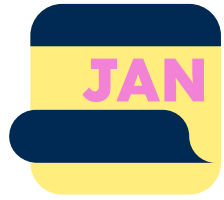
New Year, fitter you (Worldwide)

Did you know that the majority of gym membership sign ups happen in January? Sadly new year's good intentions don't last long and most people quit only after 24 weeks. Why not give your prospects, customers, and people that little extra push and motivation to keep up the good work at the gym with some workout related gifts such as gym equipment or even an exercise class pass.



Don't get cold feet (Worldwide)

Do you have a bunch of sales conversations you started before the holidays that you don't want to put on ice for too long? Make sure your prospects don't get cold feet about moving forward with your conversation by sending them a pair of warm socks and a fun message.



Days worth noting

2
JAN

World introvert day

We all need to recharge our social battery every now and then, especially after a month of social gatherings. Celebrate the introvert way of life and encourage people to say no to that invite and stay in to enjoy a home pampering kit instead.

13
JAN

Make your dreams come true day

Keep it light and fun on this day with gifts that are not necessarily practical. Try gifting experience days rather than physical sends - wine tasting, cooking classes, and the like.

6
JAN

National cuddle up day

Every year National Cuddle up day encourages us to snuggle up to someone for the health benefits and more. Make Cuddle up day sweeter by sending people snacks to go with their home movie night.

16
JAN

Martin Luther King Jr Day (US)

Honor Martin Luther King Jr.'s legacy and ensure it lives on by dedicating time to learning about ways to tackle inequality. Gift educational content such as books or even an [Udemy course on inequality](#).

13
JAN

Friday 13th

Should we be worried that the dreaded Friday 13th arrives only less than two weeks into 2023? Instead of panicking, send people a bit of good luck in the shape of a box of branded cookies or personalized cupcakes.

22
JAN

Lunar New Year

Celebrate the start of the Year of the Rabbit. Popular gifts include candy, tea and chocolates. Complement these with good wishes for the new year in a lucky red envelope.

February campaign ideas

Month-long campaigns



Valentine's day
(Worldwide)



Black history month
(US, Canada)



LGBT history month (UK)



Super Bowl (US)

One-off campaigns

4
FEB

World cancer day

20
FEB

President's day

9
FEB

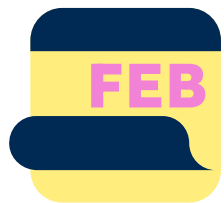
National pizza day (UK)

23
FEB

National chilli day

17
FEB

Random acts of
kindness day



Month-long campaigns



Valentine's day (Worldwide)

Ah, the day of love... and the day we love or love to hate. However you feel about Valentine's day, you have to admit it's a great occasion to show your prospects, customers, and employees that you're thinking of them. Surprise them with a box of delicious cupcakes personalized with their name or a Valentine's day hamper filled with celebration essentials and accompanied by a handwritten note.



LGBT history month (UK)

This annual celebration of lesbian, gay, bisexual and transgender history aims to promote diversity and equality. Partner with your Diversity, Equity and Inclusion group (if you don't have one now is a good time to start one) to create a meaningful and inclusive educational campaign and, of course, plenty of rainbow-themed fun. Send people rainbow-colored sweets and swag or partner with a queer-owned business.



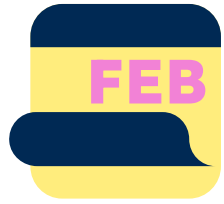
Black history month (US, Canada)

Originally started in the US to recognize the achievements of African Americans and their role in American history, Black history month aims to shine a light on traditionally neglected historic figures and events. Celebrate black heritage by encouraging people to join educational events and by supporting black-owned businesses. Partner with a black-owned business to create a special gift or give people a chance to make charitable donations to organizations working towards supporting black voices.



Super Bowl (US)

Join in the excitement of America's biggest sporting event. Create some hype on social media with a fun competition inviting your network to place their bets on who the winner is going to be for a chance to win a special prize. To help your prospects, customers, and people to celebrate, send them the ultimate snack and drinks bundle to enjoy during the game.



Days worth noting

4
FEB

World cancer day

Raise awareness about cancer by donating to a cancer charity and giving people a chance to make charitable donations to causes they care about.

9
FEB

National pizza day (UK)

As if we needed an excuse to overdose on pizza! It's the perfect day to treat people to a lunch voucher from their favorite pizza place.

17
FEB

Random acts of kindness day

Spotted on LinkedIn that someone's not having the best day? Put a smile on their face with a box of personalized cookies or a voucher for a free coffee.

20
FEB

President's day (US)

This day marks the birthday of first American president George Washington and nowadays is a celebration of the lives of all US presidents. Gift an appropriate book with a president-inspired message.

23
FEB

National chilli day (UK)

A day dedicated to this beloved hearty dish couldn't come at a better time. Warm up the cold days of February with a voucher for a comforting bowl of chili.

March campaign ideas

Month-long campaigns



Women's history month (US, UK, Aus)



Employee appreciation month (Worldwide)



Spring back to life (Worldwide)

One-off campaigns

1
MAR

World compliment day

17
MAR

Saint Patrick's day

8
MAR

International women's day

20
MAR

International day of happiness

13
MAR

National napping day (UK)

25
MAR

Earth hour

14
MAR

World organize your home office day



Month-long campaigns



Women's history month (US, UK, Aus)

Women's history month is all about celebrating the contributions of women in history and empowering women to make a difference in the world today. Recognize women in your field, support female entrepreneurs and amplify their voices with virtual and in-person events and social media content. Honor and reward the achievements of women in your industry with generous gifts such as a personalized bottle of their favorite drink or a box of chocolates.



Employee appreciation month (Worldwide)

Feeling appreciated is one of the main drivers of human motivation. So if you want your people to do their best work you have to show them your appreciation. Dedicate the month to making your employees feel extra special by organizing a fun virtual event such as cocktail-making or pizza-baking class and following up with a personalized bottle of their favorite drink (with alcohol-free options) or sweet treat.



Spring back to life (Worldwide)

20th March marks the first day of spring in the Northern Hemisphere so why not get ready for the season with a fun campaign? Help people get energized with a home spa kit or a wellbeing box packed with reinvigorating self care goodies such as scented candles, healthy snacks, and vitamin shots. Help those trying to spring clean their homes bring spring into their home with a new house plant, planting kit or a bunch of fresh flowers.



Days worth noting

1
MAR

World compliment day

Who doesn't like a good compliment! And all the sweeter if that compliment is complemented with a delicious treat. Find something you admire about your prospects or customers on LinkedIn (it's always best to compliment on something you know they worked hard on) and send them a short and sweet message with a box of brownies.

14
MAR

World organize your home office day

It's time to spring clean your home office. Help people declutter with a neat cable management system, a new desk organizer, a desk vacuum cleaner or help them stock up on home office supplies.

8
MAR

International women's day

This global celebration of women has become a way to bring attention to women's issues such as gender equality, reproductive rights and violence and abuse against women around the world. Raise awareness of women's issues and help #BreakTheBias by supporting a charity dedicated to helping women.

17
MAR

Saint Patrick's day

All green everything for Saint Patrick's day! An excellent selection of beers, a good bottle of Irish whiskey or a personalized whiskey glass are good gift ideas for the occasion. For an alcohol-free gift option try a green T-shirt or hoodie and personalized cupcakes.

13
MAR

National napping day (UK)

It's time to take a nap, you say? You don't have to ask us twice! Make the nap, that most luxurious of things as an adult, even more special with a soft blanket from recycled wool.

20
MAR

International day of happiness

Hopefully you can find happiness in the little things every day but a whole day dedicated to happiness doesn't hurt. Encourage people to set aside time for the people and activities that bring them joy by gifting fun experiences to share with loved ones.



Days worth noting *continued*

25
MAR

Earth hour

Earth hour is all about being kind to our planet and being mindful of its finite resources. This is a good time to encourage people to donate to local environmental causes such as ocean clean up and recycling. Wasteful gifts are not a good look on this day so make sure you choose sustainable and organic options.



Key sporting events

January



Jan 16th - 26th
Australian Open



Jan 13th - 29th
**Men's Hockey
World Cup**

February



Feb 4th - March 18th
Six Nations



Feb 6th - 19th
**Alpine World Ski
Championships**



Feb 9th Feb - March 26th
**Cricket World Cup
Championships**



Feb 12th
Super Bowl



Feb 21st - 27th
**Special Olympics
World Winter Games**

Religious observances



World religion day

Jan 15th

World Religion day was originally started by the Baha'i faith and highlights the common themes across various faiths and religions worldwide. This is a great occasion to gift educational content such as books and activity packs that encourage exploration of various religions.



Candlemas

Christian, Feb 2nd

The Christian festival of Light takes place 40 days after Christmas and celebrates the birth of light. On this day, all candles used in churches are blessed. A scented candle is a good gift to mark the occasion.



Tu Bishvat

Judaism, Feb 5th

In Judaism, this holiday is an ancient and authentic “Earth Day” and is celebrated as an ecological awareness day. The day is celebrated by the planting of trees so a house plant, a planting kit or sustainable products are all suitable gift options.



Maha Shivratri

Hindu, Feb 18th

Maha Shivratri is a major Hindu festival celebrated annually in honor of the god Shiva. This solemn festival marks the overcoming of darkness and ignorance in life. Sweets, fruits and milk are popular offerings to Shiva, however, a thoughtful handwritten note is a meaningful gift as well.

Religious observances *continued*



Ash Wednesday

Christian, Feb 22nd

This day marks the start of Lent, a 40-day period of prayer and fasting before Easter in the Christian Church. Send people their last chocolate treats before lent or a lunch voucher as a special treat.



Holi

Hindu, Mar 8th

The globally-loved Hindu Festival of Colors celebrates spring, love, and new life. Gift people a set of Holi color powders to get in the spirit or send them a box of sweets and Gujias.



Ramadan

Muslim, 22nd March - 21st April

During this time, Muslims observe a holy month of fasting. Suitable gifts are sweet treats such as stuffed dates and halal sweet boxes or useful household items.

Gifting insights from the data scientist

#1 *Multi-gifting works*

The data shows that sending multiple gifts to a prospect gets a **1.08x** increase in win rate.

#2 *Multi-threading works even better*

Sending gifts to multiple people in an opportunity increases your win rate by **1.29x**, making multi-threading a hugely effective strategy in helping you close more deals.

#3 *Gift redemption matters*

An opportunity is 1.44 times more likely to close if a gift is redeemed than if a gift was offered but not redeemed so it makes business sense to send gifts that the recipient will want to receive.

#4 *Physical gifts are more likely to get redeemed*

We found that 84% of Reachdesk Marketplace sends are redeemed, compared to **31%** of eGift cards, when sends are used for similar purposes.

#5 *Timing is important for redemption rates*

Midweek is the most popular time to gift with the majority of gifts being sent on Tuesday and Wednesday but gifts sent on Saturday have the highest redemption rate (32%).

#6 *Learn more about the science of gifting*

If you're curious about the science behind the sending, read our global state of gifting report to find the answers. You'll find out the best times and places to send gifts, as well as the most engaging gifts to send to prospects, customers, and employees.

Reachdesk recommended



We know, we know, with so many amazing gifts available on the Reachdesk platform, it's hard to choose. For our top recommended Reachdesk vendors for Q1 2023 look no further:

Fiddle's

Fiddle's roast their delicious snacks in house and draw inspiration from all over the world. Cozy for any occasion and practically packed in portions for when you're on the run or want to share them with your friends and colleagues. (Available in EU).

Cookie and the Chocolate Factory

The Cookie And The Chocolate Factory take pride in creating the best range of luxury personalized chocolates, personalized signature deep dish cookies, and many more delicious products to choose from. Their distinctive range embodies first-hand knowledge and experience in the gift and chocolate industry, using premium imported and local confectionery. (Available in Australia).

Reachdesk recommended *continued*



Virgin Wines

Virgin Wines is a great choice if you're looking for gifts for special moments. This brand is being introduced to take the stress out of gift shopping with their selection of premium wine, beer and spirit gifts. After all, you can't go wrong with a boozy treat! (Available in UK).



Goldelucks

This company has served more than 350,000 customers and regularly has been featured as one of the best baked goods shops in Melbourne by publications such as the Herald Sun and Concrete Playground. Their goal is to reach more people and sweeten their lives with joy and happiness that every single sweet brings. (Available in Australia).



Vineway

Vineway brings you a by-the-glass format that allows you to taste and discover a number of wines before you make a purchase of full-sized bottles. The technology behind the 100ml glass vial samples secures all the sensory and taste attributes so you can enjoy quality - just like the winemaker intended. (Available in Slovakia, Austria, Belgium, Bulgaria, Czech Republic, Croatia, Germany, Hungary, Luxembourg, Netherland, Romania, Slovenia, and Italy).

Wrapping up

Start the year right and pack your Q1 campaign calendar with fun and engaging gifting ideas to help you break into new accounts and keep sales conversations flowing.

If you have any questions on how to make Q1 2023 your most successful quarter yet, get in touch with us at hello@reachdesk.com.



Reachdesk

We'd love to hear from you

For help and support, and if you have any questions, get in touch with us at hello@reachdesk.com.

[Request a demo](#) to find out how Reachdesk can help you deliver moments that matter at scale.

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 G2 Reviews

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