

Corporate gift giving has continued to rise in recent years, reflecting the record profits achieved. In 2004, United States corporations donated about \$3.2 billion, and this increased to \$3.7 billion in 2005. Use the internet to give online has also increased as a percentage of overall charitable giving. Online gifts rose 48 percent from 2002 to 2003.

Corporate Thank You Gifts

Operating your business goes beyond a firm handshake and following up on phone calls. You need to build a business relationship and build trust.



At some point you will need to purchase a gift. This, in itself, is a challenge. What exactly is an appropriate gift? What are the rules of corporate gift giving? What kind of message do you want to convey? Corporate gift giving is serious business. It needs to be done properly, politely and be politically correct.

Proper gift giving can strengthen your relationship, build trust, increase loyalty and stimulate referrals. You can enhance your image with an impressive gift and set yourself apart from the crowd.

When gift giving is done incorrectly, it can deteriorate the rapport you once had, enrage an already upset client, jeopardize any future business or referrals and worse, create a lack of respect among your colleagues. Gift giving etiquette should be understood or serious consequences will result. These etiquette guidelines will ensure you become a successful corporate gift giver.

Check out more great articles on gift giving on our [Gift Blog](#)

- [Gifts](#)
- [Baby](#)
- [Chocolate](#)
- [Corporate](#)
- [Kids](#)
- [Sympathy](#)
- [Thank You](#)

- Do not give a gift that touches your skin: Perfume, jewelry, clothing. The message may be conveyed as inappropriate and unintended.
- Gifts from males to females should not be personal at all...Again, nothing should touch the skin.



Corporate gifts can be a challenging task. At AA Gifts & Baskets, we strive to make the process and easy as possible. From our convenient spreadsheet order form, to the convenience of online shopping with gifts broken down by both price and category, you'll be able to find the perfect gift and get your order complete in record time.

[AA Gifts and Baskets](#) provides gift bargains in all our articles and newsletters featured in topic categories:

New Gift Ideas

- [Wedding Gift Baskets](#)
- [Thank You Gift Baskets](#)
- [Sympathy Gift Baskets](#)
- [Housewarming Gifts](#)
- [Get Well Gifts](#)
- [Congratulations Gifts](#)
- [Birthday Gift Baskets](#)
- [Baby Gift Baskets](#)
- [Anniversary Gift Baskets](#)
- [Kids Gift Ideas](#)
- [Gifts for Women](#)
- [Gifts for Men](#)
- [Candy Bouquets](#)
- [Chocolate Gifts](#)
- [Cheesecakes](#)
- [Gourmet Gifts](#)
- [Corporate Gift Baskets](#)
- [Coffee & Tea Baskets](#)
- [Spa Gift Baskets](#)
- [Golf Gift Baskets](#)
- [Popcorn Gift Tins](#)
- [Fruit & Nut Gifts](#)

Corporate Extravaganza Gift Basket



If size matters to you, this gift basket is one of the largest ones we have created. It's an absolutely stunning cornucopia of gourmet food. We couldn't possibly list them all, but some of the highlights include chocolate-covered pretzels, boysenberry cheesecake cookies, caramel popcorn, biscotti, and Ghirardelli chocolates, Havarti cheese spread, smoked salmon, Santa Barbara salsa, Mendocino mustard, and Gorgonzola port wine cheese straws.

Price: \$ 210.00

[Buy Now](#)

- Gifts from females to males should avoid any unintended messages. A bouquet of mixed flowers is acceptable, however, roses are not.
- Giving alcohol or wine sends an inappropriate message.
- Do not give your boss a gift of any kind. This may only be done as a group. Gifts from individuals may be seen as soliciting for a raise.
- Gifts only for fellow employees or colleagues that are at your level are acceptable. Gifts for upper management should be presented as a group.
- A company logo should be subtle and not seem like blatant advertising.
- Gifts should reflect the occasion it is intended for, (no logo mugs in a Birthday gift).
- When giving gifts to a department, give the same gift to each individual or a large gift for the entire office to share.
- The gift should have the recipient's personality in mind, not yours.
- If possible, hand write a card instead of a "computerized" version. This conveys sincerity.

With all the challenges facing us on a daily basis, we can't afford to destroy a business relationship due to lack of basic gift giving etiquette. These simple guidelines will build your business relationships and strengthen your employee loyalty.