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When to Give Business Holiday Gifts

While most people believe that the best time to give holiday business gifts is the week or two leading up to Christmas, there are several compelling reasons to choose either Thanksgiving or the first week of the new year for business-related gift-giving:

- 1) Many offices close for a full week, or individuals may take a week or more vacation for Christmas. Your gift won't get to them if they are not there. Worse, if it is a food gift, it may even spoil it before it is received.
- 2) Not everyone celebrates Christmas. While a gift of appreciation is always welcomed, we don't want to alienate anyone by not recognizing that people do have different beliefs and celebrate those at various times of the year. In light of this, why not take advantage of other holidays throughout the year to show appreciation to your clients, employees, referral sources, vendors and others who have made your business a success over the past year?
- 3) By giving your business gift when everyone else's is delivered, you run the risk of getting lost in the deluge of baskets, boxes and cards.

If you choose to give a gift either at Thanksgiving or just after New Year's, you are guaranteed to stand out from the holiday deluge of gifts with no one quite remembering what came from whom. You will either be amongst the very first gifts to arrive (if not the first), or one of the very last; making you stand out among the crowd.

Also, what better time is there to give a gift thanks to new business, continued business, loyalty from employees, appreciation of referrals and/or great support and service from vendors than Thanksgiving? The sentiment will be well appreciated at this most appropriate and American of holidays. Since Thanksgiving is about one month before most people's gifts arrive, yours will never get lost in the shuffle, giving you that extra wow factor.

Are you afraid that it will look like the recipient was an afterthought on the gift list if you opt for a post-New Year gift? It won't if you treat it as a gift in thanks for their business last year and the anticipation of yet another successful year working together.

If you really want to avoid the holiday season, consider Valentine's Day, or maybe a Christmas in July theme.