

2026 GUIDE TO BETTER HOLIDAY REWARDS

Make every reward easier to choose, more meaningful to receive, and simpler to deliver.

01



Choose

Match the reward to the audience and moment.

02



Design

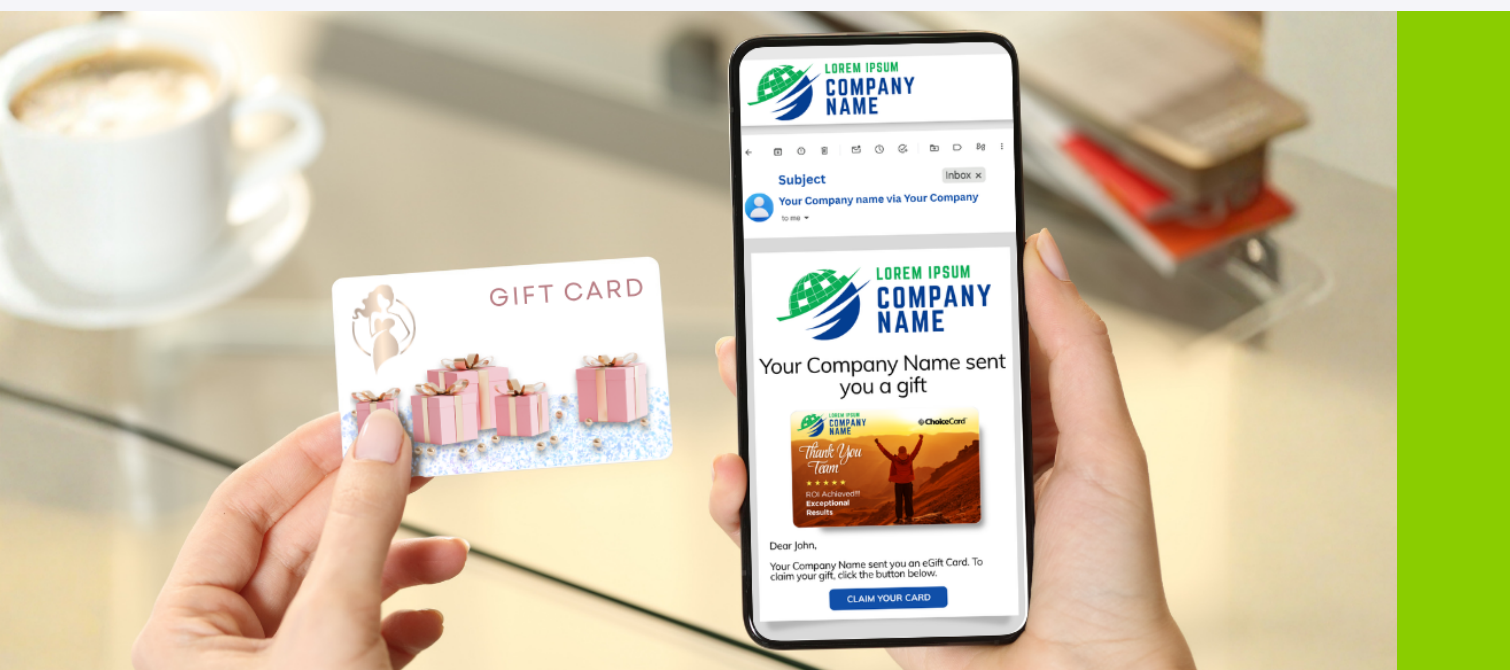
Connect delivery, choice, and personalization.

03



Deliver

Prepare the data, timing, support, and backup plan.



Step 1

Choose the Experience

Start with what matters most to the recipient—and what the program needs to communicate.

BrandedChoiceTM Rewards Program

A curated, branded marketplace that lets recipients select a gift card that fits them.

- Best for strong brand presence
- Custom email and marketplace
- Recipient choice within a curated catalog

3 Questions to Ask:

- ✓ How much choice should recipients have?
- ✓ How visible should our organization be?
- ✓ Does one delivery format work for everyone?

Merchant Gift Card

A recognizable brand selected to reinforce a specific message or experience.

- Simple single-brand experience
- Physical or digital by availability
- Strong audience or use-case fit

Visa[®] Reward Card

A speedy prepaid reward for diverse audiences and varied preferences.

- Physical or virtual options
- Broad spending flexibility
- A consistent reward across groups



Fast Decision Rule

BrandedChoice Rewards Program for customized choice.

Visa Reward Cards for speedy flexibility.

A merchant card for a focused fit.

Step 2

Design the Delivery

The delivery method shapes the experience—and the operational plan behind it.

Physical

Make it tangible.

- In-person celebrations
- Ceremonial moments
- Recipients who need offline access



Digital

Make it fast.

- Distributed audiences
- Late additions
- Scalable delivery and tracking



Blended

Make it adaptable.

- Different recipient segments
- Physical-first with digital backup
- Greater resilience when plans change



PERSONALIZE THE MOMENTS THAT MATTER

01

Message

Why they are being recognized

02

Look

Logo, color, imagery, seasonal creative

03

Choice

Options that fit the audience

04

Follow-Up

Guidance, thanks, and support

Step 3

Prepare to Deliver

Turn the concept into a controlled, launch-ready program.

01 Align Goal, audience, budget, owners	02 Build Reward, delivery, creative, data
03 Test Message, links, redemption, support	04 Launch Monitor, resolve, reconcile, learn

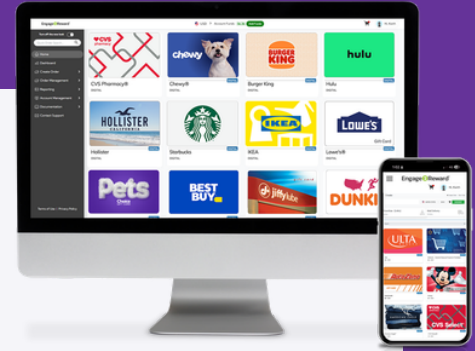
60-SECOND READINESS CHECK

- ☐ A clear goal and recipient list
- ☐ Approved reward values and total budget
- ☐ Confirmed product and delivery method
- ☐ Final creative and required disclosures
- ☐ Clean recipient data and secure handoff
- ☐ Funding and approvals complete
- ☐ Named support and exception owners
- ☐ Digital backup for late additions

BRING IT TOGETHER

with the

Engage2Reward™ Gift Card Ordering Platform



Plan, order, deliver, and manage holiday rewards from one centralized platform.

The Engage2Reward Platform simplifies holiday reward programs from initial planning through final reporting. Order gift cards from a catalog of 400+ brands, upload recipient lists for high-volume distribution, and deliver digital rewards by email or SMS or coordinate physical cards and direct-to-recipient shipping.

Personalize the experience with custom messages, branding, and seasonal creative while maintaining control through program budgets, user permissions, approval workflows, and flexible funding options. Monitor orders, delivery activity, and reporting from a centralized dashboard.

For recurring or integrated programs, the Engage2Reward™ Gift Card API connects reward delivery directly to your app or platform. International reward options also help organizations reach recipients across 60+ countries.

With the essential tools in one place, your team can prepare earlier, order more efficiently, and respond quickly when holiday plans change.

READY TO PLAN YOUR 2026 HOLIDAY REWARD PROGRAM?

Talk to a Holiday Rewards Specialist

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