

Nevada Law Firm Streamlines Gifting with the Engage2Reward™ Platform



A NEVADA LAW FIRM STREAMLINES REWARDS WITH THE ENGAGE2REWARD PLATFORM

ABOUT US

GiftCard Partners helps organizations design and deliver meaningful incentive and recognition programs through the Engage2Reward™ Gift Card Ordering Platform. Trusted by businesses nationwide, the Engage2Reward Platform makes it simple to purchase, send, and manage gift card rewards at scale—supporting employee recognition, client appreciation, and wellness initiatives with hundreds of popular retail brands.

At GiftCard Partners, we believe meaningful rewards strengthen relationships. Backed by more than 20 years of industry expertise, our team combines strategic consulting with flexible technology and dedicated U.S.-based support to make reward programs simple, secure, and impactful.



CHALLENGE

For years, this Nevada-based law firm sourced gift cards through their local bank to thank clients and recognize employees. When the bank discontinued gift card services, the firm needed a reliable alternative that would be simple to use and flexible enough for multiple purposes: client acquisition, thank-you gifts, and employee recognition.

Context: According to PR Newswire, 78% of employees¹ report feeling increased job satisfaction after receiving a meaningful gift. For law firms, consistent appreciation efforts like gifting can directly protect employee retention.



1. Snappy. (2023, November 16). New Study Reveals 75% of Employees Hope to Receive a Gift from Their Company This Holiday. PR Newswire. <https://www.prnewswire.com/news-releases/new-study-reveals-75-of-employees-hope-to-receive-a-gift-from-their-company-this-holiday-301990333.html>

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SOLUTION

The firm turned to GiftCard Partners and the Engage2Reward Gift Card Ordering Platform. The platform provided:

- One centralized system to order, track, and distribute gift cards.
- Flexible options for both digital and physical delivery.
- Dedicated support from the sales and servicing team.

With gift cards being the #1 most desired corporate gift², the Engage2Reward Platform positions the firm to meet modern expectations. This made it easy for the firm to continue their tradition of showing appreciation—without disruption or added complexity.

RESULT

Today, the firm uses the Engage2Reward Platform to:

- Welcome and thank new clients.
- Celebrate long-standing client relationships.
- Recognize and reward employees for their hard work.

The result? A streamlined, dependable rewards program that strengthens both client loyalty and employee morale.

Context: The 2022 Coresight Research “Unboxed: The \$258 Billion U.S. Corporate Gifting Opportunity” report shows that 52% of companies gift specifically to appreciate existing clients, and 43% say gifting makes recipients feel valued — exactly the impact this law firm achieves with the Engage2Reward Platform.

WHY IT WORKS

- Easy to use for multiple reward needs.
- Trusted support team that delivers exceptional, on-shore service.
- Flexible rewards that resonate with both clients and employees.



And it aligns with broader trends: 86% of employees consider gift cards an appropriate and appreciated reward³, while 67% of businesses say gifting improves their brand image with clients⁴.

2. McGonagill, R. (2025, June 26). Does corporate Gift-Giving produce the desired outcome? business.com.
<https://www.business.com/customers/corporate-gift-study/>
3. Incentive Research Foundation. (2025a, January 23). IRF 2025 Trends Report - Incentive Research Foundation.
https://theirf.org/research_post/irf-2025-trends-report/
4. GiftAFeeling. (n.d.). 229+ corporate gifting statistics that reveal what really works in 202.
https://www.giftafeeling.com/pages/corporate_gift_statistics_2025



HEAR WHAT OUR CLIENTS SAY

“You guys have been a real Godsend for us when it comes to gift cards! We give them out to our clients, as well as our employees. We used to get them from our bank, but they quit providing that service and we found GiftCard Partners!! Renate and Bruce have been wonderful to work with over the years.”

ABOUT GIFTCARD PARTNERS, INC.

GiftCard Partners (GCP) is a certified women-owned business (WBENC, WOSB).

Our mission is to deliver the right gift card solution for your organization. We began in 2005 with helping retailers and merchants launch and expand their gift card business.

We are a nimble, passionate team that works together to deliver the right gift card solution for your organization.

Our team of gift card experts act as an extension of your team to inspire and engage the people that make your business successful.



Deborah Merkin

CEO, GiftCard Partners Inc.

Engage2Reward™
Powered by **GiftCardPartners™**

Send meaningful rewards at scale.

