Peer Recognition Starter Kit

Launch a program your team will actually use—and love.

Peer-to-peer recognition is one of the most effective ways to boost morale, build culture, and increase engagement—especially in hybrid and frontline workforces. This starter kit gives you everything you need to launch a simple, scalable peer recognition program, including naming ideas, message templates, rollout plans, and digital tools.
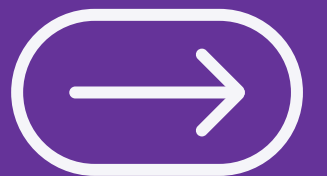
Why Peer Recognition Works

Companies with high peer recognition culture are 35% more likely to report lower turnover and improved engagement (SHRM).

When employees can recognize one another:
- Appreciation becomes part of everyday work—not just manager-led
- Recognition happens more frequently and authentically
- Cross-team collaboration and trust improve
- It reinforces positive behavior in the moment

What's Inside This Kit

1. **Program Naming Ideas**
2. **Sample Peer Recognition Messages**
3. **Email Announcement Templates**
4. **Digital & Physical Tool Ideas**
5. **Optional Reward Structures**
6. **Program Launch Timeline**

Naming Ideas for Your Program

Friendly	Culture Driven	Professional
High Five Club	Values in Action	Recognition Network
Kudos Club	Everyday Excellence	Peer Program
Give a Hand	Teamwork in Motion	Elevate & Appreciate

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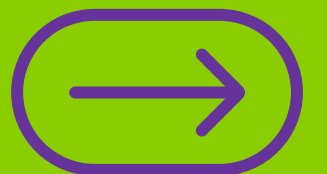
Sample Peer Recognition Messages ↗

Encourage employees to be specific and sincere.

SOS For a great assist:
"Big shoutout to @Aisha for jumping in and helping me finalize that client deck. Couldn't have hit the deadline without you!"

💡 For a great idea:
"Props to Martin for suggesting the "one pager" format—client loved it and it saved us hours of work!"
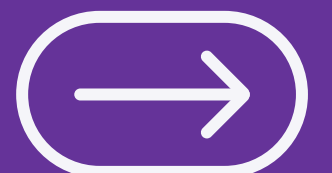
🤝 For supporting others:
"Just wanted to thank Priya for welcoming our new team member with such warmth. You set the tone for all of us."

✨ Bonus tip:
Encourage tags or emojis in digital tools to keep it fun and visible!

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Launch Announcement Template

Internal Email – from HR or Leadership

Subject: Launching Our New Peer Recognition Program 🎉

Body:
We're excited to roll out [Program Name], our new way to celebrate each other's wins, big and small.

Starting [date], you'll be able to shout out coworkers directly in [tool name or method]. Whether it's a helpful hand, a smart idea, or a quiet act of leadership, you can now say thanks publicly and often.

Learn more and see examples here ➔ [link to program guide or Slack channel]

Let's recognize the awesome work happening across the team!

Tools to Power Peer Recognition

Peer-to-peer recognition tools are essential for fostering a positive workplace culture and engaging employees. They allow employees to celebrate contributions, boosting morale and camaraderie. By enabling direct recognition, these platforms create an inclusive environment, enhancing motivation, productivity, and job satisfaction. They also help managers identify top performers and understand team dynamics, promoting a cohesive workplace where everyone feels valued.

Digital Options

- Slack channel (#kudos, #highfives)
- Microsoft Teams praise feature
- Engage2Reward Platform with direct-to-recipient delivery or Reward Connect™ Gift Card API
- Google Forms with weekly roundup

Physical Options

- Printed "Thank You" cards
- Kudos wall or bulletin board
- Dropboxes for shoutouts, read aloud in team huddles

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- Monthly drawing for everyone who gave or received a kudos

- Quarterly "Values Champion" award, chosen from peer nominations

- Redeemable points system (e.g., Engage2Reward bulk codes)

Tip: Start simple with surprise-and-delight gift cards ($10–$25) based on impact, not volume.

Contact an employee engagement expert at GiftCard Partners to get started: 1(800)413-9101

Add Rewards

Make recognition more rewarding—literally. You don't need prizes, but they can help boost early participation.

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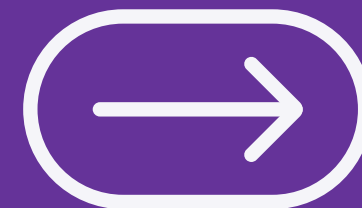
Sample 4-Week Launch Timeline

Launching a peer-to-peer employee recognition program involves:

- Understanding program goals
- Securing leadership support
- Engaging employees from the start
- Providing clear guidelines for recognition
- Training employees to foster a culture of appreciation

Prep materials, choose tool, set expectations

Announce the program via email + kickoff meeting

Begin collecting recognitions (digitally or physically)

Share first round of peer recognitions publicly and highlight success stories

Keep It Going

- Celebrate early participation—share screenshots or quotes
- Remind managers to model giving peer recognition
- Set monthly or quarterly rituals (roundups, giveaways, features)
- Ask for feedback and evolve the program over time
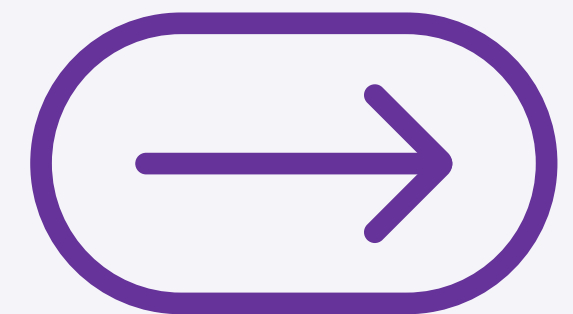
Employee Engagement Is In Your Hands

Whether you're starting small with shoutouts or rolling out a fully integrated program, peer-to-peer recognition is one of the simplest, most powerful ways to boost morale and connection across your team. Use this toolkit to kick things off—and remember, the most impactful recognition isn't perfect, it's consistent.

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