

# Lake County

Employee Service Awards Program Proposal

Prepared By:



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## COMPANY OVERVIEW

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The need for recognition and positive reinforcement knows no boundaries. All employees, regardless of background, need to know their efforts are noticed, appreciated, and awarded.

**Awards Network** was built on this concept. For over 65 years, we have been focused on fostering an engaged culture of recognition in the workplace and providing a memorable experience for each employee. We specialize in strategic recognition programs to help organizations, of all sizes, better align employee engagement with business objectives and improve overall performance. We believe strategic employee recognition increases the bottom line through engagement and performance. Individual recognition is vital and the most critical tool you can have to measure the culture of your business.

Are you ready to change your business culture for the better?

Awards Network will develop a recognition program unique to your business needs and people, while consulting with you through the entire process. Knowing your employees are your most valuable asset, we have developed proven programs and gift selections that help organizations reach their goals while overcoming many obstacles and industry challenges. We pride ourselves in delivering outcomes which increase your bottom line, cultivate a better employee experience, and celebrate your organization's culture. Please see ***Why Implement a Program & Why Should We Recognize Employees*** handouts included in this proposal emphasizing our impact on the business community. You may also refer to our ***Snapshot of Clients*** to see a glimpse of our current client base.

## PROGRAM SUMMARY

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We believe a standalone **Gift Program** is the best solution for your employees at **Lake County** based around their years of service. You are able to choose one of our two platform options:

- **Single-Gift Platform:** You choose your price levels for gifts, which range from \$25 - \$3,500, however no price-points will be shown to the user. Recipients only see that specific catalog, and are able to redeem one gift from that price level's catalog. Please refer to ***Award Pricing Levels*** handout for our 15 standard price levels you must choose from.
- **Multi-Gift Platform:** You choose your price levels for gifts which range from \$25 - \$3,500. Recipients would have access to all catalogs up to your specified price level, and recipients can choose one or multiple gifts up to their allotted amount. For example, if you gave a \$500 gift, the recipient would receive 500 credits (1 credit = \$1). They choose whether they want one \$500 gift, or maybe two \$250 gifts, or three \$100 gifts, and a \$200 gift, etc. Recipients cannot see any price level above what you allotted. This option allows custom price levels in \$25 increments.

With either platform selected, we will customize an awards website, for gift redemption, branded to your business standards. Each recipient will have a unique username and password allowing them to login to the website and select their gift(s) from the merchandise available. This program allows your people to select a gift from our name brand catalog of merchandise that will fit their individual lifestyles and needs. Employees will be notified of their award via selected presentation option.

## PROGRAM FEATURES

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Your program will include:

- A **customized website, branded to Lake County's marketing standards**; to include logo, color scheme, look & feel of current website (if desired) and any verbiage specified.
- Website to include a branded **Homepage, Login Page, Catalog of Gift Options** for each award recipient, **Cart Page** and **Check-Out page**, as well as a **Help section**.
- **Presentation material(s)** of your choice.
- **Reminder emails** sent to employees who have yet to redeem their gifts (optional).

## PRESENTATION OPTIONS

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You may select from the following presentation material options for your recipients:

- **Award Packet** – 5-piece branded & customized presentation packet including a card stock portfolio cover, customized letter, certificate of achievement, catalog of gift options, order form, and online redemption information.
  - **\$4 each + shipping and handling** (if mailing to office location)
    - If shipping to recipient's home, shipping is a \$3 flat rate.
- **Award Booklet** – 1-piece branded & customized presentation booklet on glossy paper including an imprinted letter on inside cover, catalog of gift options, order form and online redemption information.
  - **\$3 each + shipping and handling** (if mailing to office location)
    - If shipping to recipient's home, shipping is a \$3 flat rate.
- **Award Card** – branded 5" x 7" one-sided card including congratulatory message with online gift redemption information.
  - **\$1 each + shipping and handling** (if mailing to office location)
    - If shipping to recipient's home, shipping is a \$1 flat rate.
  - *A complimentary PDF version is also available to be sent to Program Admin.*
- **Award Email** – branded email with congratulatory message and online gift redemption information.
  - **Complimentary.** Can be standalone option or included with any presentation option.
  - *Additionally, reminder emails can be sent to recipients for those who have yet to place their order within their allotted timeframe. Complimentary option.*

## ORDERING

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When ready to place an order for your recipients, you will fill out our simple excel spreadsheet order form. You are to include the ordering date, recipient's name, award, collection level/price point, and email address (if email communication is desired). We will notify recipient via presentation option selected. You may order on an annual, quarterly, monthly or as needed basis and there are no order minimums.

## MERCHANDISE AVAILABLE & GIFT RETURN POLICY

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Awards Network partners with hundreds of name brands and carries thousands of gifts for your employees to choose from. Based on the awarded amount (\$25 - \$3,500), employees will be able to choose from an average 100-150 gift options that best fit their lifestyle. Name brands include Apple, Ray Ban, Go Pro, Kate Spade, Craftsman, Titleist, Roku, Ralph Lauren – and that is only scratching the surface. Please see the ***Popular Brand Items*** handout included in this proposal.

Awards Network guarantees 100% satisfaction for all merchandise selections. If a recipient receives a damaged or malfunctioning award, he or she simply needs to contact us for a replacement within 30 days of receiving the item. A no charge return label or call tag will be emailed to the recipient so that he or she may easily return his or her gift. We will then ship out a replacement item to the employee's account at no additional charge.

If a recipient would like to return or exchange an item because he or she simply does not like it or would prefer to make a different selection, he or she can contact Awards Network to request an exchange within 30 days of receiving the item. Awards Network will provide an RMA# and return address but recipient will be responsible for the cost to return the item.

After the 30 day period, items are covered under manufacturer warranties as they apply. Awards Network's customer service team will do everything possible to assist the recipient in resolving any problems that may arise and utilize our supplier connections to help facilitate warranty claims even when outside of the 30 day period.

## PROGRAM SETUP

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When ready to begin program setup, you will be asked to complete a Setup Form, which collects all details of your program including award levels, preferred presentation option(s), program budget, program preferences, program administrator information, and billing information. Upon receipt of your completed Setup Form, Awards Network will schedule a Setup Call to confirm final details, discuss creative preferences, and review the timeline for program setup.

**Lake County** will be required to submit a high resolution logo (*300 dpi or higher is preferred*) and completed first order form before Awards Network will begin the setup process of your program.

Client will receive completed proofs within 2-4 business days of Awards Network receiving your logo and completed order form. Client will be able to review and give feedback to make any necessary changes, whether it be in the design or verbiage used. Awards Network does not charge any fees for edits made during the proofing process, and we allow as many edits as need be to make your program look and feel exactly the way you envision prior to programming. Once proof approval is given, no further design edits will be allowed. Awards Network will then program your website and complete the setup process.

***Our standard setup timeline is 10-12 business days***, which includes the proofing process.

Should you need your program built sooner than our standard 10-12 business day timeline, you can request a RUSH Setup. You will choose from generic website templates, where we can drop your logo in and change the colors to match your organization's branding. No further customization is allowed. Programs needing a RUSH Setup will take 5-6 business days to build and launch.

## PROGRAM COST

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This Recognition Program will have **no set-up fees, no ongoing hosting fees, and no user fees.** Lake County will only be responsible to pay for the following:

- **Gifts that your employees redeem** – shipping, handling, and processing fees are included in the cost of the item (*as long as gift is shipped to an address within the contiguous 48 states*).
- **Print Presentation Materials** + shipping and handling (*optional, email communication can be sent at no charge*)

**Sales Tax** will be added to both the Presentation Materials and Gifts, if applicable. *Sales tax of these items is based on the tax rates for the “bill to” state the client’s account is setup with. If tax exempt, we will request your state tax exemption certificate.*

**Shipping & Handling is included** for all gifts shipped to addresses within the contiguous 48 states.

**International Shipping** (*if applicable*) – There will be additional freight/duties/taxes for all gifts shipped outside the 48-contiguous states.

## BILLING & INVOICING OPTIONS

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### Invoicing:

- All invoices are Net-30 terms.
- Payable by VISA, MasterCard, ACH Payment or Check.

### Two billing options:

- **Prepaid – Pay Upfront**
  - Pay upfront for each order prior to your employee’s redemption.
    - Both printed materials and gift levels charged upfront.
    - Receive one invoice when placing an order.
  - An unredeemed gift level can be credited and applied to a future order, less a \$3 processing fee.
- **BUR – Billed Upon Redemption**
  - Pay upfront for printed materials but pay for gifts only when redeemed.
    - No upfront charge for gifts.
  - Invoices would be itemized by each gift redeemed.
  - An unredeemed gift level will not be billed to you.

## Why Implement a Recognition Program?

Companies that recognize employees have higher stock prices, better engagement and perform better than similar companies. Employees who are recognized are more likely to be retained and engaged and they are happier employees.



Organizations that utilize formal **employee engagement** programs gain **3X** the revenue from customer referrals. [1]



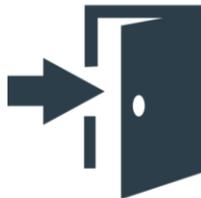
Organizations with great **cultures of recognition** see **31%** decreased turnover. [2]



**64%** of employees participating in an employee **recognition program** believe the program **increases employee engagement**. [3]



**88%** of organizations reported currently having an **employee recognition program** in place. [4]



**43%** of employees cite a **lack of recognition** as their reason for **quitting**. [5]



**55%** of employees agree or strongly agree that the quality of their **company's recognition efforts** impacts their job **performance**. [6]

### Sources



[1] Aberdeen Group, 2016

[2] Bersin by Deloitte, 2012

[3] WorldatWork, 2013

[4] WorldatWork, 2013

[5] Forbes, 2013

[6] Human Resources Management Report, 2012

## Why Should We Recognize Employees?

Worldwide, only 13% of employees are engaged at work: Employee engagement is strongly connected to business outcomes — such as productivity, profitability, and customer satisfaction.



Gallup, 2013

75% of employees are not fully engaged and not as productive as they could be if they were engaged.



Dale Carnegie Training, 2013

DO SOMETHING		DO NOTHING	
 <p>Organizations with recognition programs have <b>14%</b> better employee engagement</p> <p>Bersin by Deloitte, 2012</p>	 <p>Disengaged employees cost the US Economy <b>\$300B</b>/year in lost productivity</p> <p>Gallup, 2013</p>		
 <p>Corporations with engaged employees had <b>2x</b> the stock price compared to industry averages</p> <p>Incentive Performance Center, 2009</p>	 <p>Companies providing non-cash rewards and recognition have <b>3x</b> the revenue compared to those who do not</p> <p>Incentive Research Foundation, 2012</p>	 <p><b>43%</b> of employees cite a lack of recognition as their reason for quitting</p> <p>Forbes, 2013</p>	 <p>US Businesses Lose <b>\$11B</b> per year due to employee turnover</p> <p>US Bureau of National Affairs, 2013</p>

According to the Trends in Employee Recognition survey, organizations are budgeting an average of 2% of the payroll budget to be used for recognition programs.

A Report by WorldatWork and Underwritten by ITA Group, June 2013

SNAPSHOT OF CLIENTS



## AWARD LEVEL PRICING

We offer 15 price levels. There are 100-150 gifts in each level. All gifts ship free anywhere within the 48 states. You will determine what level(s) your employees can view in their online catalogs. Choose to show them one level or multiple levels up to a certain dollar value.

AWARD LEVEL	LEVEL PRICE
Newhaven	\$25
Westbury	\$35
Bellmont	\$50
Rockingham	\$75
Abbington	\$100
Lancaster	\$150
Sheffield	\$200
Covington	\$250
Devonshire	\$350
Sherwood	\$500
Kensington	\$750
Wellington	\$1,000
Oxford	\$1,500
Dearborn	\$2,500
Madison	\$3,500

## THOUSANDS OF ITEMS, HUNDREDS OF BRANDS

Our employee awards catalog is designed to appeal to any demographic while providing you with a reasonable cost (all gifts ship free within the 48 contiguous states). The following are our most popular items and brands that are most commonly ordered by our clients' employees.

