

loop & tie

2026 HOLIDAY GIFTING GUIDE

THE 2026

Holiday Gifting Guide

Our how-to guide for unwrapping the perfect
gift experience for everyone.



Sending the perfect gift experience is easy

Hot take: creating the perfect gift experience for everyone on your list is actually super simple. We would know — we've been doing it since 2013. In this guide, you'll find the tips and tricks we've learned over 13 years to make year-end gifting easy, budget-friendly, and memorable.

In this guide

- 03 — The gifting experience
- 07 — Gifts that give back
- 08 — Gift spotlight
- 11 — Gift design & messaging
- 14 — How it works
- 16 — FAQ

Unwrap the perfect campaign

When done right, gifting improves your employee, customer, and brand experiences. It's an investment in connection and your bottom line.



Employee experience

Show employees they're valued and appreciated.



Customer experience

Give customers a reason to keep loving your brand.



Brand experience

Connect with folks inside and outside your org.

Gift better with these guiding principles

- ★ Think about what the recipient(s) might, or might not, want.
- ★ Don't send a gift to check a box — align gifting initiatives with bigger goals.
- ★ Consider what will be the best experience for you and the recipient(s).
- ★ Keep your brand values at the center of all gifting moments.

Choose your gifting experience

With Loop & Tie's custom packaging and branded gift options, your brand shows up at every touchpoint, from inbox to doorstep.

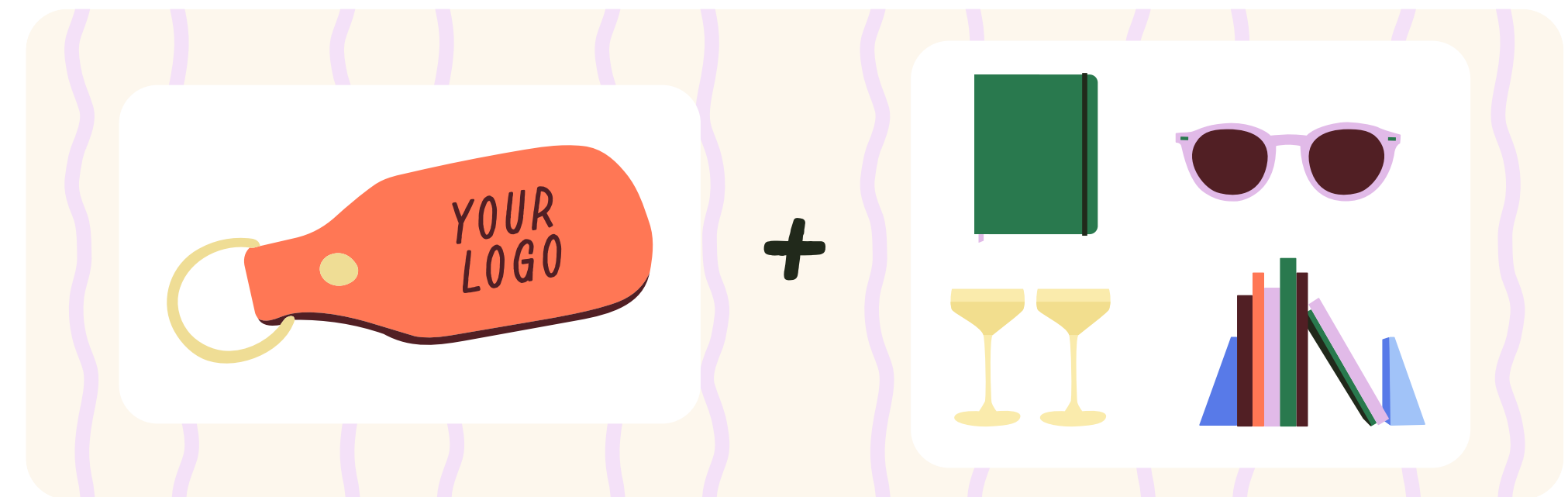
*ONLY INTERESTED IN BRANDED MERCH?
WE'VE GOT THAT COVERED TOO.*

To brand or not to brand? Our best advice: match the gifting experience to the audience. Sending to employees? Branded swag makes sense. Customers or clients? Keep branding subtle or skip it entirely to send joy without it feeling too sales-y.



Gift of choice

Send a curated collection of gift options.
Recipients pick their favorite.



Kitted merch + gift of choice

Recipients pick a gift from a curated collection
and receive a branded item of your choosing.

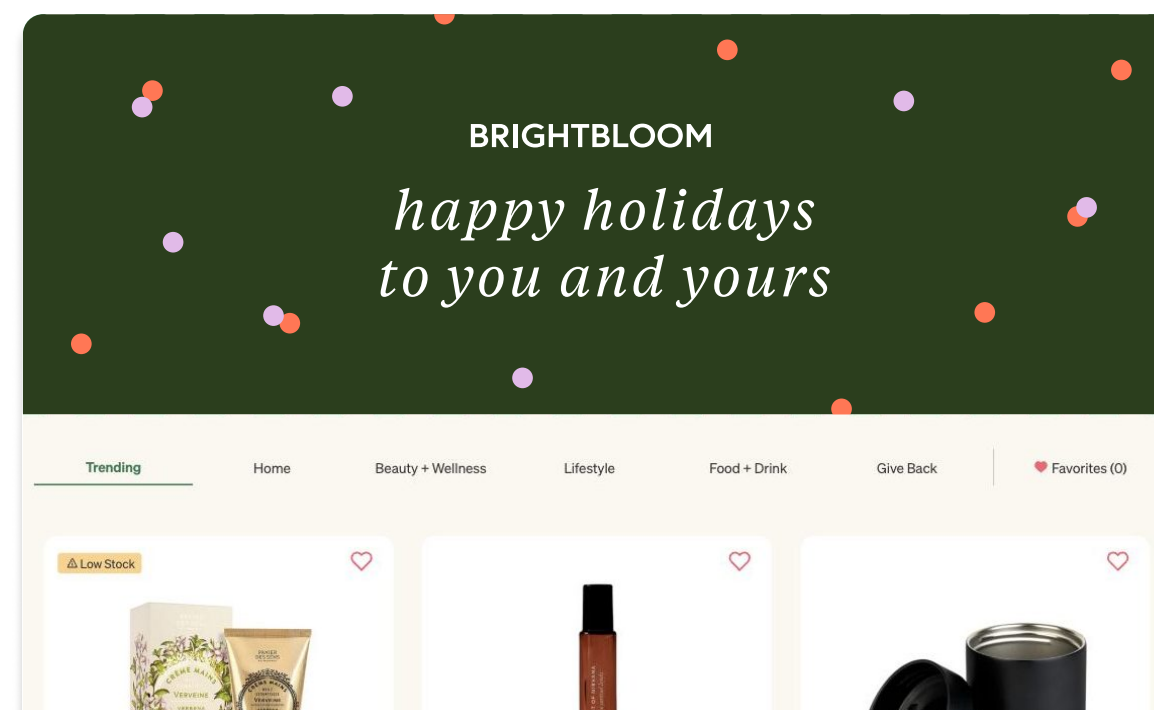
Make your brand unforgettable

Custom packaging and branded gift options put your brand front and center at every step.



1 — Gift email

Include your brand logo, a unique note, and even custom graphics.



2 — Redemption page

Add a custom banner with your branding.



3 — Unwrapping

Send a beautifully packed gift, sealed with a custom sticker, topped with a personal note.

Gifts that give back

When you send through Loop & Tie, your budget has triple the impact.

Show appreciation

to employees, customers, and partners.

Support small businesses

and makers on our marketplace.

Let recipients give back

by donating to causes they care about.

Partner spotlight: Dollar Donation Club

Loop & Tie partners with Dollar Donation Club to connect gift-it-forward donations with organizations making a difference.



charity: water



All Hands and Hearts



JUST A FEW OF THE CHARITIES WE SUPPORT
IN PARTNERSHIP WITH DOLLAR DONATION CLUB

Meet the latest & greatest gifts to land in our marketplace



LE LICK ELECTROLYTE
LOLLIPOPS



TEN THOUSAND VILLAGES
HANDCRAFTED TEAK
WOOD CUTTING BOARD



SUNDAY GOLF EL CAMINO
GOLF BAG + GOLF BUM BOOK



HERETIC PARFUM GARDEN
OF EARTHLY DELIGHTS
FRAGRANCE SET



ALL VERY GOODS LIMITED-
EDITION ARTISAN BANDANA

The most-picked gifts of 2025

From our \$30-\$75 collections

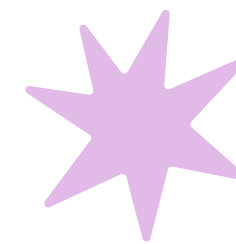


THE SENSORY
RIOT CANDLE
DISCOVERY TRIO

HYPERGEAR
MAGNETIC
MULTI-SURFACE
PHONE MOUNT



\$30 Collection

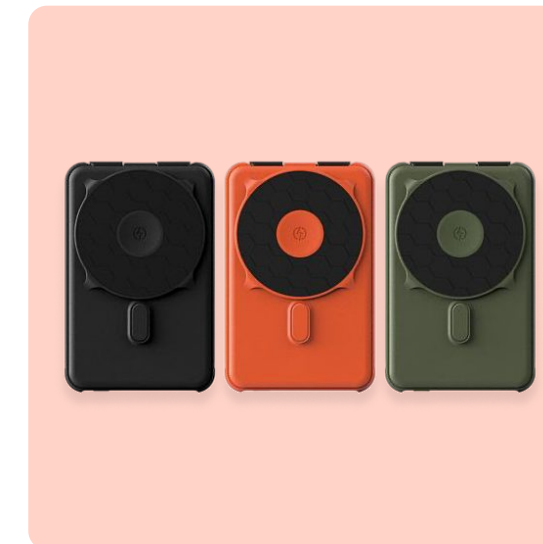


NAUGHTY COOKIE
COLLAGE BOX



OSTRICHPILOW
HEATED NECK
WRAP

\$50 Collection



RIDGE POWER
BANK

SHOREBAGS
CLASSIC
CANVAS TOTE



\$75 Collection

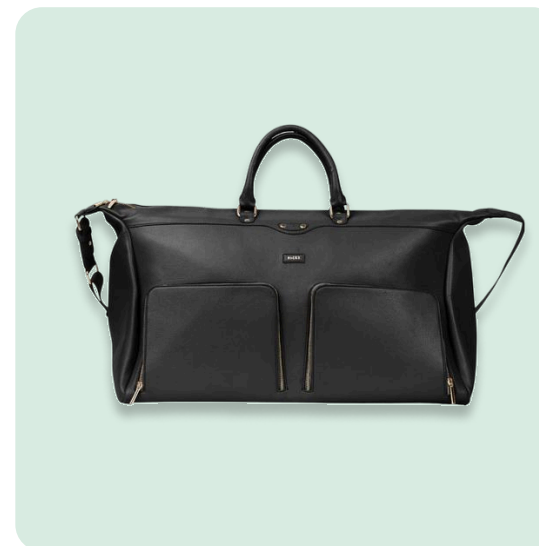
The most-picked gifts of 2025

From our \$100-500 collections

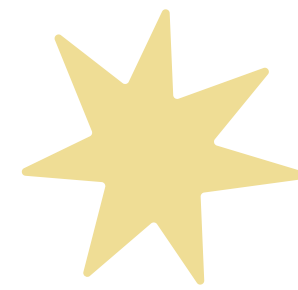


TIOR WINES
3-PACK

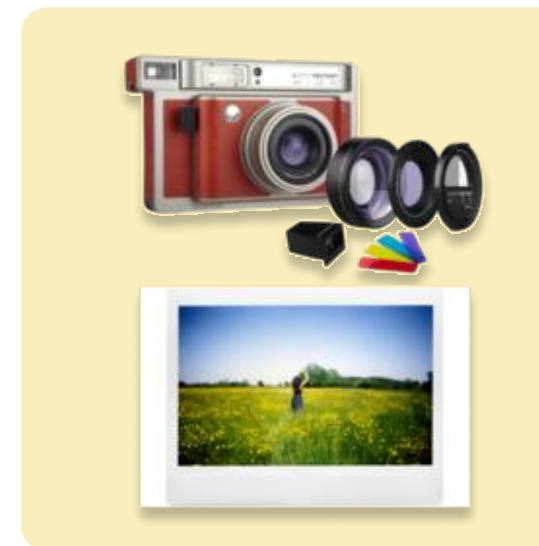
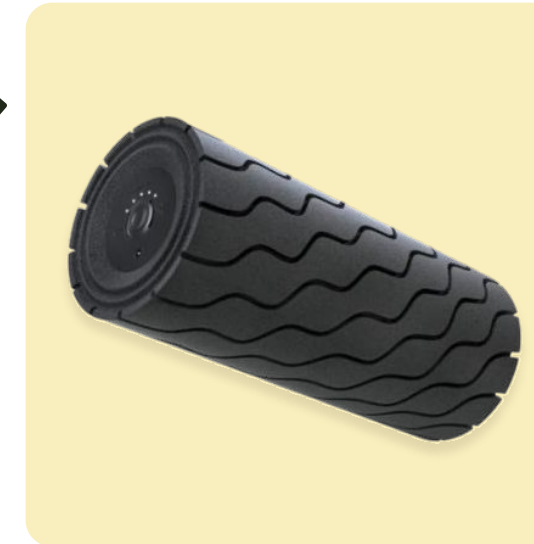
PACKS PROJECT
KINGMAN WEEKENDER



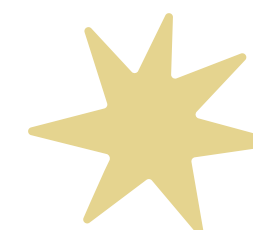
\$100-\$150 Collection



THERABODY
WAVE ROLLER



LOMOGRAPHY
FILM CAMERA



\$200-\$250 Collection



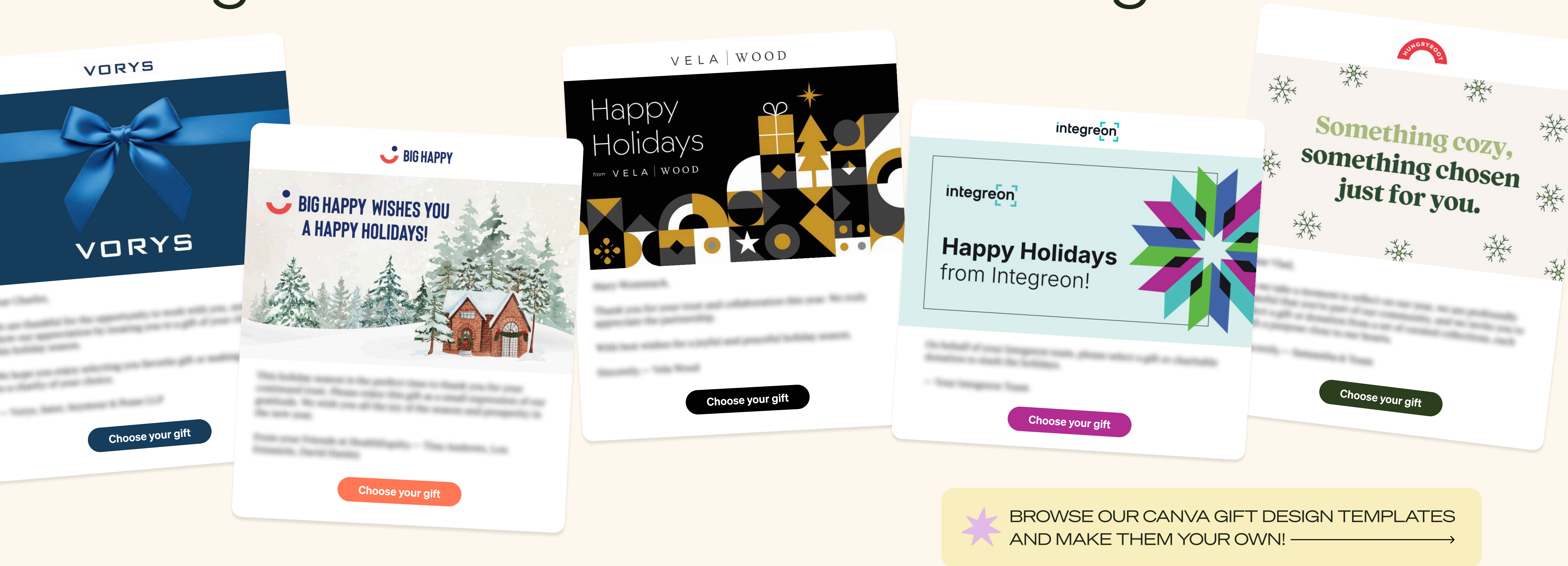
ROYLN
CARRY-ON
ROLLER BAG

WILDWOOD
CHOCOLATE
LOVER'S BUNDLE



\$400-\$500 Collection

From cute to classy, customize your gift design to send an on-brand message



Holiday gift message templates for employees

It's as much about what you say as what you send.



Happy holidays, :first_name!!

As we wrap up another year, we wanted to send a heartfelt thank you for your hard work.

This year, we've partnered with Loop & Tie to offer you a selection of curated gifts. Just browse the options and make your choice.

We hope you have a wonderful holiday season with your family and friends, and we look forward to next year!

Best wishes,
[Your Name]

Dear :first_name:,

Thank you for all you've done for [company name] this year! Our team wouldn't be the same without you.

This gift is a small token of our appreciation for all you do.

Happy holidays!
[Your Name]

Happy holidays, :first_name:!

I wanted to take a moment to express my gratitude for working with you this year. :company_name: wouldn't exist without amazing customers like you.

It's impossible to get the perfect gift for everyone. Rather than guess, I'm sending you a collection to choose from. Pick whatever will make your holidays more merry & bright!

Looking forward to chatting in the new year!
[Your Name]

Dear :first_name:,

Customers like you make our work at [company name] worthwhile!

We wanted to send a small token of our appreciation before the new year. You may choose a gift from this handpicked collection or gift it forward to a charity of your choice.

I hope you pick something as meaningful to you as you are to us.

Happy holidays!
[Your Name]

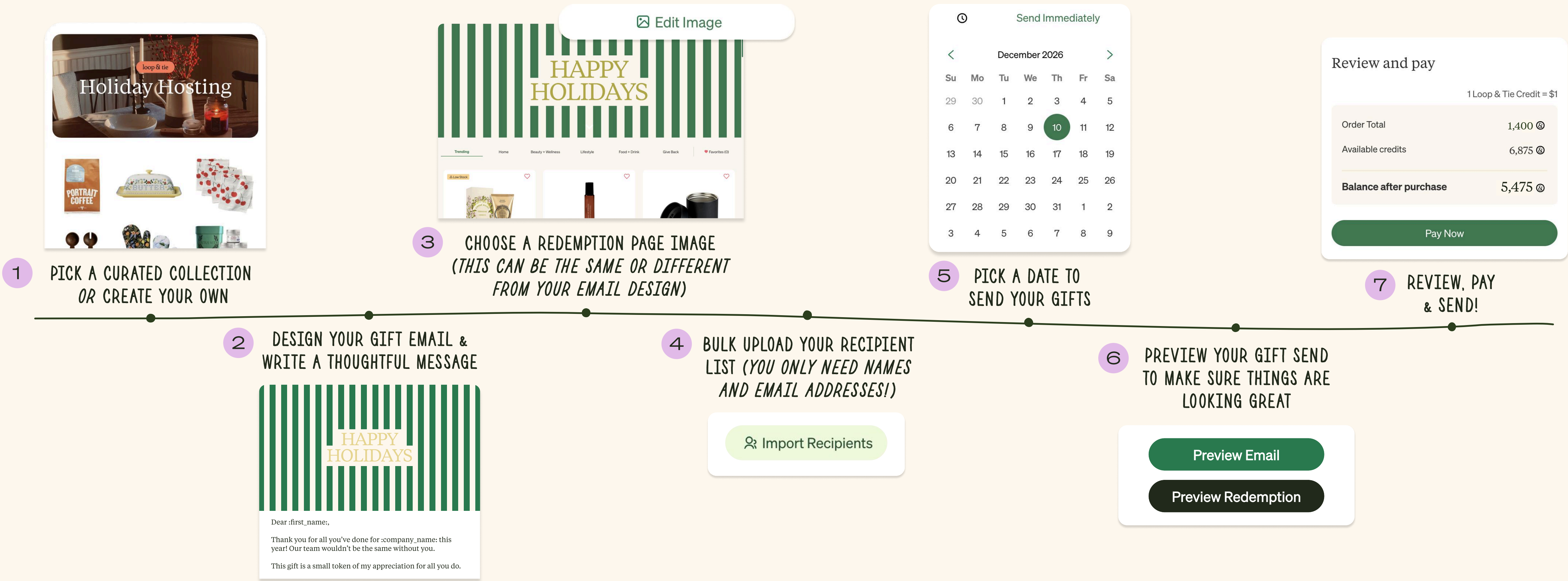
Holiday gift message templates for customers & clients

It's the thought that counts, and the message that makes it memorable.



Gifting with Loop & Tie 101

Ready to gift? Get started in a few quick steps.



Recommended gifting timeline

Last call for shipping! Our digital gift experiences can be sent immediately. If you want recipients to have their gift selections in-hand by a certain date, refer to these handy shipping deadlines.



EVERY GIFT SHIPS FOR \$5 ON OUR FREE PLAN. UPGRADE TO A PAID PLAN FOR FREE SHIPPING.



WANT TO SEND GIFTS INTERNATIONALLY? CAN DO! WE HAVE SEVERAL INTERNATIONAL GIFT COLLECTIONS TO CHOOSE FROM. ALL SHIPPING & DUTIES ARE INCLUDED.

For delivery by...	Send by...
US Thanksgiving (Nov 26)	November 18
Hanukkah (Dec 4-12)	November 30
Christmas Day (Dec 25)	December 16
Kwanzaa (Dec 26-Jan 1)	December 17
New Year's Day (Jan 1)	December 22

Domestic (based on recommendations from USPS)

FAQ

Q: Do I need a paid plan to send gifts?

A: Nope, you can start sending gifts from the Loop & Tie marketplace without a subscription by signing up for a free plan. However, added benefits and features are available for paid users. [Learn more →](#)

Q: Can I send gifts in bulk?

A: Yes! You can send as many gifts as you like. Our CSV upload feature makes bulk sending easy. All you need are names and email addresses. For 100+ recipients, our Essentials plan can pay for itself thanks to free shipping. [Learn more →](#)

Q: Can I customize a gift collection in Loop & Tie?

A: Yes! Customizing marketplace collections is a great way to curate a collection for your recipients based on their interests or a common theme. [Learn more →](#)

Q: How do I send gifts outside of the US?

A: We have several international collection options, which include the cost of shipping and duties. [Learn more →](#)

Q: What if my recipient never redeems their gift?

A: When gifts aren't redeemed, the gift value is returned to your account in the form of credits. [Learn more →](#)

Q: I sent a gift, but my recipient hasn't redeemed it yet. What should I do?

A: Loop & Tie has pre-set, automated reminders for any recipients who have not yet redeemed a gift. You can view and edit upcoming reminders in your user portal. [Learn more →](#)

Q: How can I send multiple gifts at one time?

A: Send up to 100 gifts at once with the Free plan by simply adding the contact details of your giftees in the Loop & Tie checkout flow. Subscription plan users can upload up to 500 contacts at a time. [Learn more →](#)

Q: Does Loop & Tie connect to my CRM?

Yes! Send gifts directly from Salesforce with our Salesforce app, or connect another CRM through Zapier to trigger gifts automatically. [Learn more →](#)



loop & tie

Unwrap the perfect gift experience for everyone
on your list, all from one platform.

GET GIFTING

loopandtie.com