

FREE GUIDE

# Built on Belonging

Creative ways  
to celebrate

EMPLOYEE  
**APPRECIATION**  
DAY



**culturello**

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# The stats don't lie.

Recognition is one of the simplest ways to show your team members that they matter. When appreciation is real and consistent, it builds a workplace people are proud to be part of.

83.6%

of employees say that **recognition increases their motivation to succeed at work.**

1 in 3

are **more likely to recommend their company** as a great place to work when appreciation is part of the culture.

Employees who receive regular recognition are

7x

**more likely to stay with their current employer**

Organizations with structured recognition programs have

31%

**lower voluntary turnover** compared to those without such programs.





# What Makes a Heartfelt Message?

The most important part of Employee Appreciation Day is also the easiest to execute: writing a heartfelt message that expresses your gratitude. And while it may seem simple, not all thank-you notes are created equal.

## Make your note stand out:

### Be specific in your message!

Delight is in the details. Studies in workplace recognition consistently show that specific feedback feels more sincere and meaningful because it proves the person's work was truly noticed.

*"You consistently hit your goals and jump in to help others hit theirs. We see how hard you work to be your best and it lifts the whole team."*

### Highlight their impact

Your employees will be more engaged and motivated when they understand how their work affects others. Including a note in your message that emphasizes individual impact gives appreciation more purpose.

*"Families trust us because of your calm, steady presence. We see it in the Google reviews all the time, your care truly shapes how people experience our organization."*

### Use warm language

Make sure your words are authentic and conversational. Anything that feels too corporate can come across generic and insincere. Write like you would speak!

*"You're such a great leader! You make hard days easier for the team and for everyone who walks through our doors."*

### Mention growth or consistency

If you want to reinforce great behaviors, include them in your message. People want to know that their consistent efforts are being seen.

*"You show up with the same compassion every shift. That consistency makes a huge difference."*

### Close on a forward-looking note

Celebrate the past while looking to the future! It makes your caregivers feel like they belong.

*"These past two years have meant so much. We're lucky to have you and we can't wait for what's ahead together!"*

# The Real Impact of Employee Appreciation.

When your entire organization is rooted in a connected culture, you're unstoppable. In fact, organizations with strong cultures see up to **4x higher revenue growth** than those without. When your team feels valued, your entire business wins.

So consider this your friendly hint-hint, \*nudge-nudge\* to plan something meaningful for your team this year.

## Four Ways to Celebrate Your Team



### Write individual, handwritten cards

The more specific and personal, the better. Recognition that highlights individual contributions and qualities is much more impactful than a generic "thank you."



### Provide lunch or host an after-work happy hour

Let the team vote on where to go or what to order so they have agency in how they celebrate. Giving your team autonomy = showing your appreciation.



### Surprise them with a free day of PTO

A huge treat that shows you care about their well-being, not just their output! A surprise like this is sure to delight everyone.



### Invest in their day-to-day experience with Culturrello's Employee rewards program

With Culturrello Employees, recognition becomes part of your everyday culture—celebrating individual wins, team progress, and the moments in between that make work meaningful.



# Hear from our clients

“My employees really **love earning** the points and the rewards; they bought into that right away. But I think that they have really valued just the recognition piece and being able to be recognized for everything that they do for their families.”



**Ryan Landinguin**  
RL Therapy Group

“We are enjoying Hubbux and our employees are, too. They are going after all kinds of points, and I feel like it has turned morale around. **We are so happy!**”

**Rita Pouppirt**  
SYNERGY HomeCare of Cheyenne

“Hubbux has **transformed** our team's motivation! The excitement to earn points has created a vibrant atmosphere of productivity and camaraderie. As a manager, seeing my team eagerly chase rewards has been incredibly rewarding. It's the perfect tool to fuel enthusiasm and **drive results!**”



**Holliday Orthodontics**  
Orthodontic Practice

## culturello employees



Culturello Employees turns appreciation into everyday culture by making recognition consistent, automatic, and simple. By removing manual effort and missed moments, Culturello helps your team members feel seen and supported — not just on Employee Appreciation Day, but all year long!