

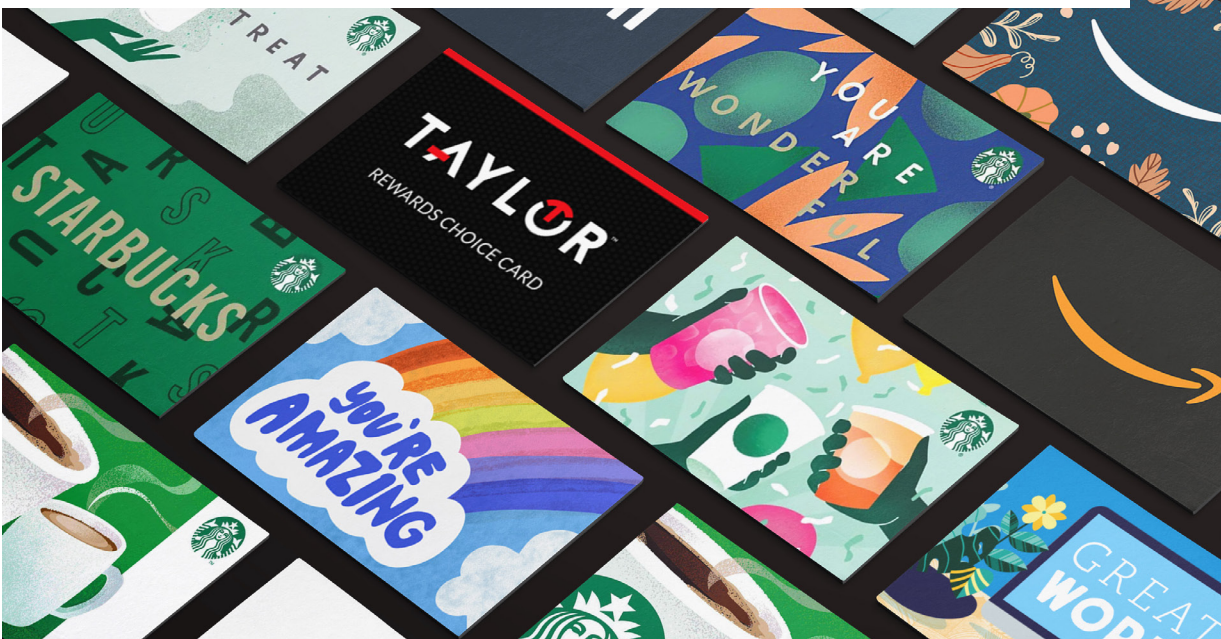
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# Taylor Rewards

Cultivating a culture of recognition and appreciation three ways

1. The Taylor Rewards Gift Card Shop
2. Taylor-Branded Gear
3. Taylor Recognition ECards







## A Little Thanks Goes a Long Way

Taylor is encouraging you, our leaders, to help create a culture of recognition by rewarding and expressing gratitude to employees whenever possible.

Recognizing and rewarding employees directly supports our Taylor United Mission and Guiding Principles. By reinforcing these principles and our core values, we help to create opportunity and security for our employees.

### Three Ways to Recognize

Employee recognition requires thoughtful consideration and must fit the budget. On page 7, we provide some ideas at varying price points to get you thinking. Then, simply explore the resources on the right to start building a culture of recognition.



#### THE TAYLOR REWARDS CHOICE CARD

Don't know which brand of gift card your employee would like best? Select the Taylor Rewards Choice Card instead and let them choose!

### 1.

#### The Taylor Rewards Gift Card Shop

In a few simple steps, you can let an employee know you care and are glad they're on the Taylor team. Just go to the Taylor Rewards Gift Card Shop to select an electronic gift card for immediate delivery.

Pick from a variety of nationally recognized retail brands or send a Taylor Rewards card and let them choose. You can add a personal message to the email received by the employee.

**Step 1:** Visit [taylorportal.egifterrewards.com](https://taylorportal.egifterrewards.com)

**Step 2:** Select the employee you wish to recognize

**Step 3:** Choose a gift card and add a personalized message for inclusion in the email

Questions? Reach out to the Taylor Rewards Gift Card Shop team at [taylorrewards@taylor.com](mailto:taylorrewards@taylor.com).

### 2.

#### Taylor-Branded Gear

Research shows that employees often feel more recognized with tangible, non-cash rewards. That's because non-cash rewards tap into the recipient's emotions in ways cash sometimes cannot.

Want to motivate desired behaviors? The Taylor Workstore has a vast catalog of gift items to choose from.

**Step 1:** Visit [taylorworkstore.cgconverge.com](https://taylorworkstore.cgconverge.com)

**Step 2:** Choose a Taylor-branded gift for your employee

**Step 3:** Enter the required shipping information

Questions about the Taylor Workstore? Please contact [customerservice141@taylor.com](mailto:customerservice141@taylor.com).

### 3.

#### FREE! Taylor Recognition ECards

There's a fast, no-cost way to recognize your Taylor friends and colleagues. Send them personalized ECard messages via the Taylor Rewards and Recognition Site.

You can make someone's day simply by sending a special greeting to their inbox. There are dozens of unique designs covering everything from heartfelt thanks and congratulations to birthday, anniversary and sympathy messages.

**Step 1:** Visit [rewards.taylor.com](https://rewards.taylor.com) (if prompted, use your network login)

**Step 2:** Click "Send ECards" in the top menu

**Step 3:** Choose a card design that fits the occasion

**Step 4:** Add your own message and click "send"

Questions about ECards? Please contact [hrconnect@taylor.com](mailto:hrconnect@taylor.com).





## Ready. Set. Reward!

Want to reward an amazing employee? Choose an appropriate gift and remember these tips.

### Leaders with corporate credit cards\*

Employee recognition rewards must be purchased on your corporate credit card. You will see them appear on your expense report.

- In the payment submission step, enter the work address associated with your corporate credit card.
- An additional fee will be charged to cover payroll and gift taxes.

### Leaders without credit corporate cards

Simply save your receipt and create an expense report. Please be sure the dollar amount is approved by your manager before placing the order.

### Gift cards can be digital or hand delivered on-site for employees without Taylor email.

Digital gift cards can be sent to employees who have corporate email addresses. Employees who do not have corporate email accounts can still receive physical gift cards from their leaders. *Note: Gift cards cannot be mailed to home addresses or personal email addresses.*

### Service anniversaries are recognized automatically!

Service anniversary rewards are processed automatically through [rewards.taylor.com](https://rewards.taylor.com). The programs described here are for other timely, in-the-moment employee recognition not associated with an anniversary.



#### BEST PRACTICE TIP: Gift Card + Promo

Why not combine Taylor-branded gear with a gift card? eGift cards are emailed instantly while promo items take time to ship. Simply mention that another gift is coming in the personalized gift card email.



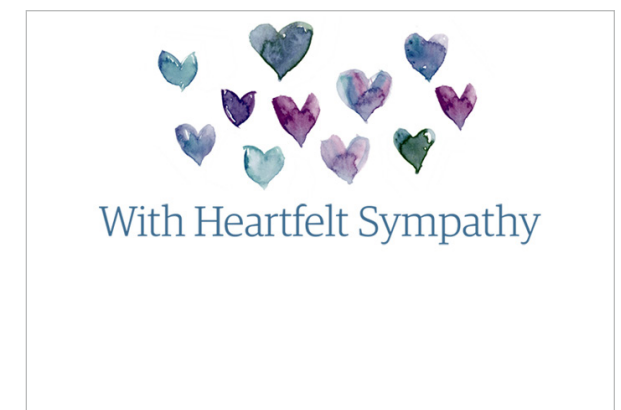
#### BEST PRACTICE TIP: No-Cost Recognition

Showing your appreciation doesn't have to cost a cent. Public praise, a kind word in private or a well-timed Taylor Ecard can be priceless. Consider which would be most meaningful to the employee.

## Recognition At Your Fingertips

Words of Inspiration Are Just a Click Away

More than 100 ECard designs are available through the Taylor Rewards and Recognition Site. All are absolutely free and can be customized with your own message. It only takes seconds to send an ECard but the sentiments will be long remembered.



\*A manager approval email will be sent as a Gift Card Shop order is placed using a corporate card. If not approved within seven days, the order will be cancelled.





## The Science of Incentives

### 4 Reasons Why Non-Monetary Rewards Drive Results



#### #1: REWARDS BEHAVIOR

It's viewed as a bonus and not compensation.



#### #2: TROPHY VALUE

It's a tangible reminder of the reward.



#### #3: REWARD LONGEVITY

How fast was your last cash reward spent?



#### #4: SOCIAL SIGNIFICANCE

There's a story attached that begs to be retold.

### It's The Thought That Counts

- 9.6% YOY annual revenue increase for firms that used non-cash rewards versus 3% for those that didn't.<sup>(1)</sup>
- University of Chicago staff performance improved 38.6% with non-cash rewards, 14.6% with cash rewards.<sup>(2)</sup>
- 65% of employees would choose non-cash rewards over cash rewards.<sup>(3)</sup>

1. Aberdeen Group: "Inventing Success: Best-in-Class Sales Management"
2. "Strategic Brand Engagement"
3. Incentive Research Foundation

## Showing Gratitude

Gift Ideas - or "Make Your Own" Combo!

Recognize and reward employees throughout the organization who exemplify and demonstrate our Taylor United Mission and Guiding Principles.

Gifts for  
**\$5**



Say "thank you" and treat your employee to a cup of coffee with a \$5 Dunkin' Donuts gift card.

Gifts for  
**\$10**



Give a little extra! They'll be sure to love a \$10 Chipotle gift card or Taylor-branded tumbler.

Gifts for  
**\$25**



The "Perfect 5" gift set: For the employee who exceeded a deadline or covered for a teammate.

Gifts for  
**\$50**



Did your employee go above and beyond in serving our customers? Check out this idea!

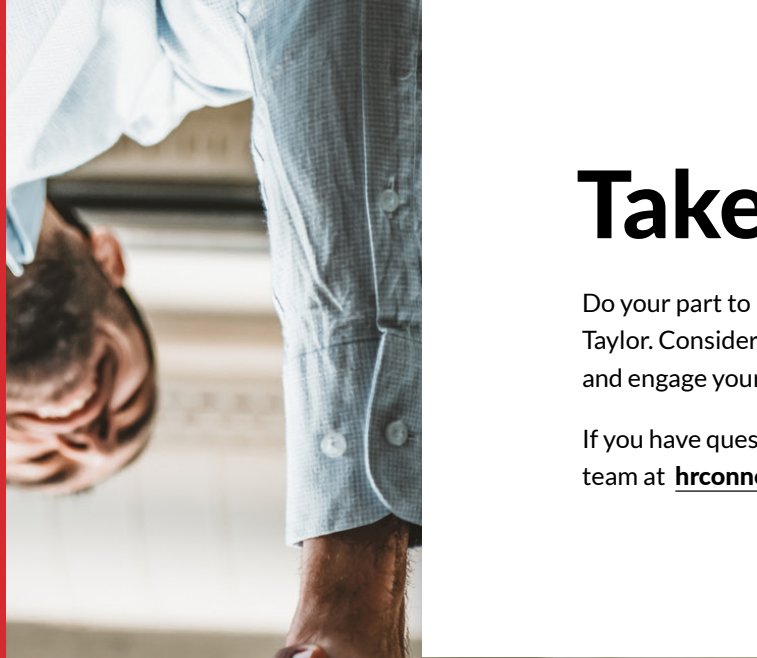
Gifts for  
**\$100+**



Big impacts on the business deserve big rewards. Be loud and proud!

Example above includes: \$50 Amazon gift card, Taylor-branded water bottle, backpack, journal and pen.





# Take Action

Do your part to help cultivate a culture of recognition at Taylor. Consider how these resources can be used to reward and engage your employees.

If you have questions, please reach out to our HRConnect team at [hrconnect@taylor.com](mailto:hrconnect@taylor.com).

**TAYLOR**<sup>™</sup>

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