

Law Firm Holiday Gift Giving - Or, How Can Something That's Supposed To Feel So Good Make You Feel So Grinch-Like?

Ah, the "Holidays," a euphemism for insanity. As a vendor to law firms for the last 20 years I can comfortably say that I've seen it all. From deep pocket budgets to no budgets to clients who are annually surprised by the arrival of the holidays. And it's always the same challenge. How do you calibrate the value of the gift with the value of the relationship and do it without breaking the bank, (especially this year) and come up with something interesting and different.

Well I'm happy to report that you can survive the season and that there are quite a few gift giving options to help you get through it all. Here are just a few ideas I think are unique and innovative, somewhat out of the ordinary.

But do yourself a favor and answer these questions first:

- Give the same gift to everyone, or do tier gifting where you have gifts of varying cost to reflect the recipient's value?
- Put your logo on the gift? My recommendation is no, or very subtly. It's a gift, not a commercial.
- Have each gift individually drop shipped with a gift card enclosed? Or handle it all in-house.?
- What's your firm's culture or personality? Can you give something whimsical?
- What's your budget? Give your vendor(s) a price range per person or your total budget for however many people you need to cover.
- And remember – UPS and FedEx will not guarantee delivery by "the holidays" after mid-December.

I'm going to include ideas from four major categories for holiday gifts: food, gadgets and cool stuff, travel amenities and life style. I'd avoid apparel because of the headaches around sizing.

Let's start with food. Actually let's start with chocolate! My favorite supplier for food gifts is *Gifted Expressions* (www.giftedexpressions.com). I have personally tasted-tested many of their offerings and can give high marks to their chocolate covered Oreos, Graham crackers and pretzels, (outstanding after being refrigerated). Truffles! Their truffles are a melt-in-your-mouth, droolingly delicious extravagance. The packaging is creative and beautiful and as you law marketers know, it's presentation, not possession, that's 9/10 of the law. Many of their food selections are designed for shared consumption – larger portions – great for sending to an office or group.



'Chocolate Dipped Decadence.'
Chocolate and white chocolate dipped indulgences. About \$45.

At this time of the year firms wrestle with the dilemma of giving a gift *or* making a charitable contribution. It seems to be an 'either, or' choice. A new vendor, *Doubly Gifted* (www.doublygifted.com) has come up with an ingenious solution: food, wine and spa baskets where 10% of the sale goes to a charity. They have 17 charities on their web site or will direct donations to your favorite charity. They have over 400 selections so you'll have no problem finding something for everyone on your list. It's a very clever solution, allowing your firm to accomplish two good deeds with one action.



'Shimmering Snowflake Sweets Tower'
14" tower filled with over 2lbs. of
goodies including 27 French truffles.
About \$50



Wine, cheese and chocolate!
Can't go wrong with a
combination like this.
About \$86

Everyone loves gadgets! The more techie the better for some. And if you're like me you love getting these neat electronic/techie gifts that you wouldn't normally indulge in.

Here are some of my favorite ideas, in no particular order.



The 'Cubissimo Clock.' Great design, fabulous colors. It's a clock and weather station.
It will look great in the office or at home.
Depending upon quantity they're about \$45 each

How about this radio? It's an AM/FM radio with scan feature, the antenna rotates, it runs on AA batteries and it's all encased in silicon rubber. It's splash proof to boot.

Great colors too: rhodamine pink, turquoise blue, lime green and bamboo green.

They're about \$60 each depending on quantities.



Do you manage to keep the cord on your ear buds from getting all tangled up? Neither do I and no matter what I do, I spend more time untangling them than I do on the treadmill. This is a handy little gift that solves the problem and is a convenient way to store them. They're about \$6 each.

I particularly like “lifestyle” gifts, especially anything to do with grilling.

From backyard mega grills to a small Weber on a high rise balcony everybody’s grilling.

A very welcome gift is this 3 piece BBQ set. The metal case, which can be personalized with the recipient’s name, contains a spatula, fork and tongs. About \$25.



The BBQ set allows you to add accessory gifts to complete your theme. Aprons (\$6.50) and mitts (\$3.50) are possibilities.



And when the BBQ is winding down serve everyone coffee or tea with this very contemporary coffee set.

Coffee set has 6 cups, saucers and spoons all with a porcelain tray. In white, black, chrome or gold. About \$45



Remember how much fun kite flying was? You’ll be out there on the next windy day with this cool gift.



Fiberglass frame, ripstop nylon fabric, comes in a nylon pouch. Large kite is 73” x 31” About \$40

Flying is just not enjoyable anymore and how clean are those blankets, really? Make sure your clients can bring their own.



This Velura Travel Set has a pillow, eye mask and a 50" x 60" throw blanket. All packaged in a vinyl zippered bag. About \$40

And let's not forget the laptop that travels with you. Make life easier with this laptop bag.



Airport security friendly portfolio with Viewpoint™ system so you don't have to take your laptop out of the bag. Lots of organizational pockets and areas.

Around \$35

And then there's a snazzy passport holder.



Whatever "art" you want on a full leather passport cover
About \$20

There you have it, a good selection of gifts you won't see everywhere. There's so much more. Hopefully this will make your hunt a little easier and you'll be feeling less Grinch like.