

5-DAY EMPLOYEE APPRECIATION CHALLENGE

with Lisa Ryan, CSP of Grategy | March 3-7, 2025

Employee appreciation isn't just a one-time event—it's a culture. This **5-day challenge** is designed to foster gratitude, increase engagement, and boost morale in a fun, structured way. Each day has a specific theme, activity, and bonus challenge to deepen participation.

Encourage **leaders, managers, and employees** to join in, share their experiences, and celebrate workplace appreciation together.

Day 1: Thank You, Monday (March 3) – Start with Gratitude

Activity

Leaders send a **company-wide email, memo, or social media post** recognizing the team's hard work and dedication. **Make it personal** by sharing specific achievements, milestones, or employee contributions.

Bonus Challenge

Encourage employees to write **one thank-you note** (email, Slack, handwritten, or sticky note) to a colleague who has made a positive impact. Provide pre-made thank-you cards or digital templates to make it easier.



Pro Tip

Set up a **"Wall of Thanks"** in a common area or create a virtual appreciation thread on Teams/Slack where employees can publicly recognize each other.

Day 2: Recognition Tuesday (March 4) – Shine the Spotlight

Activity

Launch a **Shout-Out Board** (physical or virtual) where employees can recognize peers for their contributions. Whether it's a small act of kindness or a major achievement, give employees the platform to celebrate each other.

Bonus Challenge

Leadership records and shares a **short video message** expressing appreciation. It could be a fun 30-second clip from the CEO or a compilation of managers thanking different teams.



Pro Tip

Use hashtags like **#WeAppreciateYou** or **#GratitudeAtWork** on internal or external social media to boost visibility and engagement.

Day 3: Wellness Wednesday (March 5) – Recharge and Reflect

Activity

Encourage employees to **take a wellness break** by providing coffee, snacks, or organizing a fun activity (e.g., guided stretch breaks, group walks, or desk yoga).

Bonus Challenge

Offer a **flexible work option** for the day—extended lunch breaks, remote work options, or a **"Wellness Hour"** where employees can step away from their desks and do something that refreshes them.



Pro Tip

Create a **"Wellness Wins" challenge** where employees share self-care activities they did during the day (e.g., drank more water, took a walk, meditated). Reward participation with small incentives like a raffle for a wellness prize.

Day 4: Give Back Thursday (March 6) – The Power of Purpose

Activity

Let employees vote on a **charity or cause** the company will support in their honor. This makes them feel part of something bigger and fosters a sense of purpose.

Bonus Challenge

Encourage team members to **volunteer** together or share causes they care about. The company could match donations, offer a paid volunteer hour, or organize a team service event.



Pro Tip

Share employees' stories about **why they support certain causes** in an email or company newsletter to deepen connection and engagement.

Day 5: Employee Appreciation Friday (March 7) – Celebrate and Elevate

Activity

Host a **company-wide appreciation event**—whether it's a catered lunch, a fun awards ceremony, or a team-building activity, make the day **about celebrating your people**.

Bonus Challenge

Announce an **"Above & Beyond" award** or give out small, personalized gifts (e.g., handwritten notes from leadership, gift cards, team swag). Publicly recognize individuals who have made a significant impact.



Pro Tip

Create a **video montage** of employee highlights from the week—fun moments, team shout-outs, and wellness wins—and share it with the company to close the challenge on a high note.

At the end of the week, send a **reflection email** recapping the challenge, sharing stories of appreciation, and encouraging employees to continue the gratitude momentum year-round. Consider turning this into a **quarterly or monthly tradition** to sustain workplace appreciation.

Next Steps:

- Share photos or testimonials from the week on LinkedIn to showcase your culture.
- Ask employees for feedback on their favorite parts of the challenge.
- Keep the recognition going by implementing small, ongoing appreciation efforts.

