



6

CREATIVE WAYS

TO HELP YOUR EMPLOYEES
SAVE IN 2020

Penny pinching is stressful.

If your employees are saving for a holiday or family birthday or trying to put a little cash away for a rainy day, they're probably feeling crunched for both time and money right now, which can make them stressed out and spaced out at the office. Here are six ways you can help them save money and stay focused at work.



1. SAY NO TO SOUVENIRS

All year long, employees are inundated with laser pointers, stress balls, magnets, and hundreds of other tchotchkes featuring the company logo. These knickknacks clutter desks and wind up in landfills. Consider what items or services would make life easier at home or at work. Laptop bags, Bluetooth keyboards, and mobile headsets make great gifts for employees whose roles require significant travel.

The gifts don't have to be expensive to be meaningful. For parents squeezing every penny to give their kid a nice birthday, a gift card to a coffee shop is a chance to enjoy a treat they wouldn't give to themselves.

When everyone else gets plastic trinkets they'll never use, your employees will remember the company gifts that made their day or their job a little easier.

2. OFFER SAVINGS PLATFORMS

Employee savings platforms are one of the easiest ways to pay back your workforce.

These online marketplaces offer exclusive deals on name-brand products and services for employees. The wide range of brands and goods makes it easy for employees to cover everyone on their shopping lists, and the low prices help them increase the value of their paychecks.

Since these platforms provide unique deals not available outside the workplace, they create strong retainment incentives, making you a hero to your employees and your boss.

3. OFFER DISCOUNTS ON MEMBERSHIPS FOR WAREHOUSE CLUBS

Another great thing about employee savings platforms is the discounts they often have on memberships to warehouse clubs like Costco and BJ's. Members-only warehouse clubs are lifesavers, and discounts on membership fees can help employees get over barriers to accessing them.

Is a family of eight coming to visit? Warehouse clubs have discounts on inflatable mattresses, bulk snacks, and toilet paper.

Does one of your employees need a new China set for a party but can't spend too much? Warehouse clubs have inexpensive, beautiful dishware.

What about last-minute shopping for an infant, a three-year-old, and a teenager? Warehouse clubs have them all covered.

4. HOST OFFICE FLU-SHOT CLINICS

The CDC estimates that flu treatment, including hospital and doctor's office visits and medications, costs American employees about \$10.4 billion each year.* Lost earnings cost an additional \$16.3 billion a year. One parent can spend between \$300 to \$4,000 on doctor and emergency-room visits and lose an average of 73 hours of work for a single sick child.

To prevent these losses, multiple corporations now host flu-shot clinics in the office. By getting the flu shots themselves, employees are protecting their spouses and kids, not to mention any colleagues with compromised immune systems, further reducing time and money lost to treating the flu.

* Source: <https://www.cdcfoundation.org/businesspulse/flu-prevention-infographic>



5. PROVIDE HEALTHY SNACKS

This one is easy. Everyone loves snacks! Plus, they're inexpensive and easy to provide, and employers don't have to stress about ERISA compliance.

Free snacks can also prevent the dreaded 3:30 slump, when the energy provided by lunch dissipates, causing employees to daydream and lose their focus. With free snacks, employees won't have to buy expensive and unhealthy snacks from the corner store or vending machine.

Make sure the snacks you provide are nutritious. Make the breakroom an oasis of health in a world of packaged snack cakes and toaster pastries. Free access to filling snacks like almonds can keep someone from scarfing down three hot dogs later in the day. In the long term, that can make a difference in employee health and health costs.

6. PROVIDE FINANCIAL-WELLNESS SEMINARS

Financial counseling teaches employees how to budget, save, and pay down debt. Coaches can host the meetings over the phone or in person. Counseling can help employees with specific situations or questions find answers tailored to their needs. Over time, employees who worked with coaches to make a budget will see the difference in their checking accounts, reducing the financial stress they would have brought with them to the office.



Helping your employees save money takes weight off their shoulders and helps you save the day. What benefits have your company provided that helped employees save money and sanity?