

KUDOS. ADMINISTRATOR GUIDE

Kudos Milestones Admin Guide

kudos ®

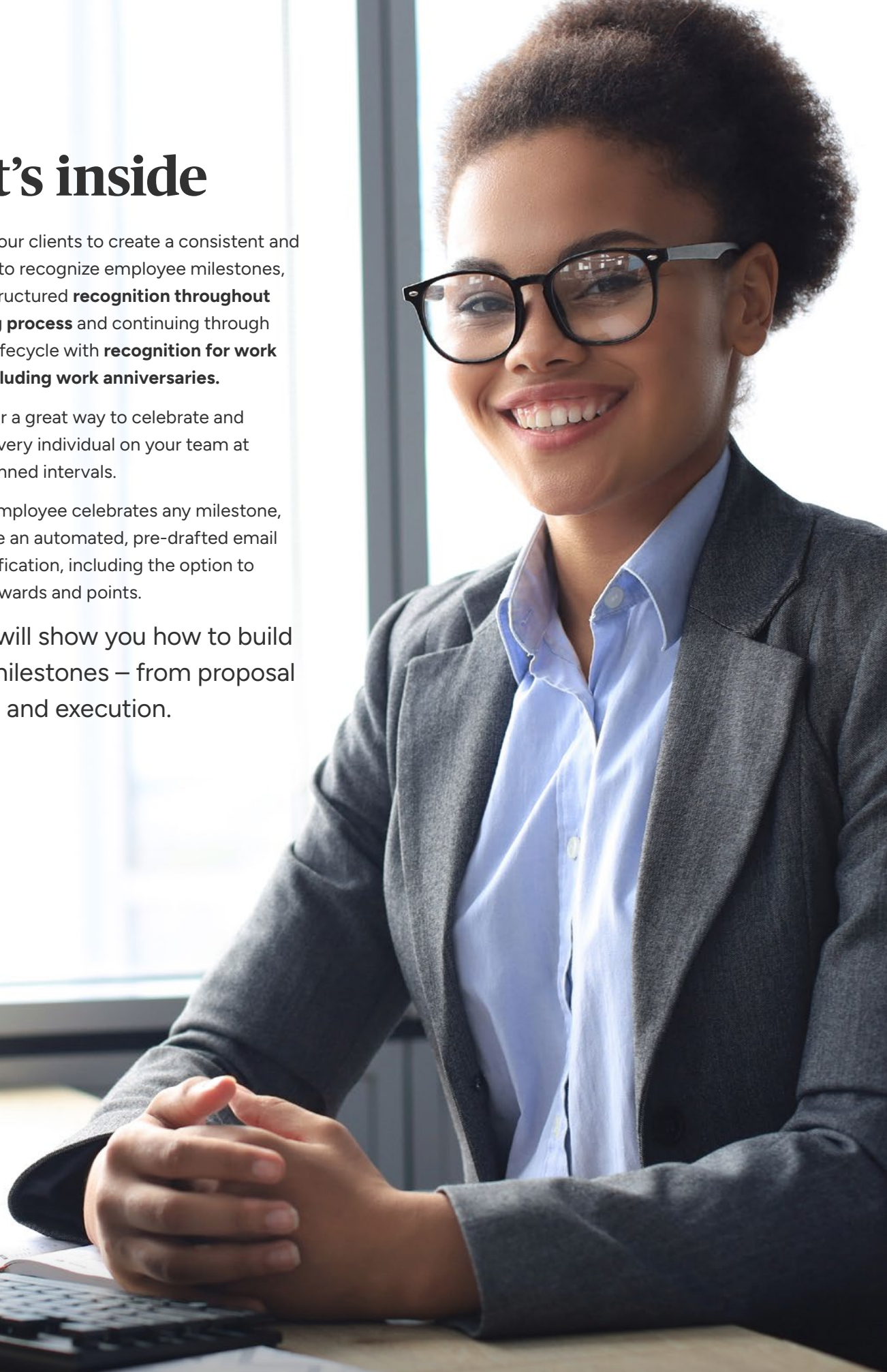
What's inside

We encourage our clients to create a consistent and equal program to recognize employee milestones, starting with structured **recognition throughout the onboarding process** and continuing through the employee lifecycle with **recognition for work milestones, including work anniversaries**.

Milestones offer a great way to celebrate and acknowledge every individual on your team at regular, pre-planned intervals.

Whenever an employee celebrates any milestone, they will receive an automated, pre-drafted email and in-app notification, including the option to attach Kudos Awards and points.

This guide will show you how to build a plan for milestones – from proposal to approval and execution.



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New employee & onboarding milestones

Create memorable and impactful touchpoints to show new employees the recognition culture they can expect at your organization.

- A habit of recognition starts on day one with a **welcome message** for each new employee.
- Incorporate recognition throughout employee onboarding by celebrating 30, 60, and 90-day milestones.

A few things to consider:

- Do you have standard training that you expect new employees to complete during their onboarding? Use these messages to reinforce what is expected of them during this time.
- Remind new employees of your company values.
- Encourage them to connect to your culture by attending regular social events or where they can find a calendar of activities.
- There is so much to absorb during the first few weeks at a new company. Take this touchpoint as an opportunity to remind them where they can view your employee handbook or guides.
- **Reinforce your recognition culture** by encouraging them to reflect on who has supported them during their onboarding by sending a Thank You! recognition message in Kudos.

Work anniversary milestones

A big part of keeping employees engaged is letting them know their contributions and commitment to the organization are seen and valued. It is common for organizations to celebrate key milestones (1 year, 5 years, 10 years), but we recommend you recognize every year of an employee's commitment with a message of appreciation and consider doing something even more impactful for the "big milestone" years.

Pre-selected awards

YEAR	POINTS	MESSAGE
1	100	Congratulations & thank you message.
2	200	Congratulations & thank you message.
3	300	Congratulations & thank you message. Event tickets or park passes.
4	400	Congratulations & thank you message. Event tickets or park passes.
5	500	Congratulations & thank you message. 500 points have been added to your Kudos account for you to put towards a reward of your choice.

Building an annual milestones plan

You may need to articulate a detailed plan for annual milestones to stakeholders. Below are some examples of how your plan could be structured.

Points are always optional with Kudos, and we encourage a recognition-first approach. However, many organizations like to add a token of their appreciation for their employee's commitment to the business on an annual basis.

If you are updating or changing your current anniversaries program, consider what is better about this program for your business and for your employees? Make sure you articulate these benefits to your approval stakeholders.

A flexible points plan

YEAR	POINTS	MESSAGE
1	100	Congratulations & thank you message.
2	200	Congratulations & thank you message.
3	300	Congratulations & thank you message. 300 points have been added to your Kudos account for you to put towards a reward of your choice.
4	400	Congratulations & thank you message.
5	500	Congratulations & thank you message. 500 points have been added to your Kudos account for you to put towards a reward of your choice.

Budget

If you choose to include points for milestones, your next step is to determine your budget.

While always an option, we recommend that you do not include points during your new employee onboarding recognition program – or limit the points sent at the end of the onboarding tenure to differentiate that milestone. By creating communications that encourage, remind, and focus on recognition, you are encouraging both a culture of recognition and intrinsic motivation in your new employees. Allow those point bumps to come from their manager and colleagues when they give recognition using the Kudos Give Bar!

Download an employee list of start dates from your HR Software to determine who is celebrating what milestone this year. Sort the spreadsheet to determine how many individuals are celebrating each year's milestone.

Program launch considerations

For new Anniversary Milestone programs, announce your new program using [this template](#). Also, consider an overall token of appreciation to everyone as part of your launch by sending out an [Award](#).

The beginning of the calendar / fiscal year is a great time to kick off the program – but if you are starting mid-year, make sure to review who celebrated milestones from the beginning of the calendar / fiscal year and ensure they receive the applicable token of appreciation at launch time by sending out an Award.



Your stakeholders will want to see your updated budget, including the program's cost in the next three to five years.

Include your company's hiring expectations. If you are growing, you likely can find out how many additional headcounts you will be adding to the business. If you are in a more stable state, take a look at the previous year's retention number to understand how many new hires to account for.

If you are launching your new program mid-year, review your [points utilization](#). The expired points are a budget you can pull from to get this program off the ground. Just remember to communicate the following year's budget requirements for approval to ensure consistency of the program.

Approval

Now that you have your proposal ready, it is time to get it approved.

Some approval stakeholders to consider:

1. Review your **strategy** with your executive team to secure budget approval.
2. Review your **plan** with Human Resources or organizational culture colleagues to ensure that their guidelines and best practices are being met.
3. After approval, you may want to have your internal communications team or marketing team review your **communications**. Include them in this overview so they are in the loop.



Execution

1. Building the milestone email communications

We have provided you with a selection of [communication templates](#) to get you started. Feel free to adjust or create new ones!

If you choose to use our templates, consider the following personalization:

- How do you regularly greet your team?
- What information can you add to each message that is useful in the context of that milestone? For example, onboarding information as part of the 30-, 60-, and 90-day milestone messages.
- Our templates ensure that each milestone has unique wording to surprise and delight an employee each year. What else should you add, so it sounds like your business communications?
- How should you sign it off? We recommend the sign-off includes something similar to “all of us”, as we want the individual to know that everyone at your organization is celebrating their milestone.

As mentioned above, consider sharing these templates with communications and / or marketing individuals in your organization to either take on this task for you or review what you create.

2. Configuring your milestones in-app

Now you are ready to set up your milestone program. [See here for a step-by-step guide](#) on how to set that up. We also provide you with [Badge options](#).

3. Include the Events widget

Kudos has a widget that allows you to share the company’s calendar with the team. It is a great way to keep track of upcoming company events, holidays – and work anniversaries! Learn more [here](#).

4. Lead by example as an Admin / Culture Committee by watching for notifications

Lead by example by blocking time in your calendar weekly to go through the Kudos event widget and comment on work anniversaries. If you can, make your message to the user meaningful: be specific.

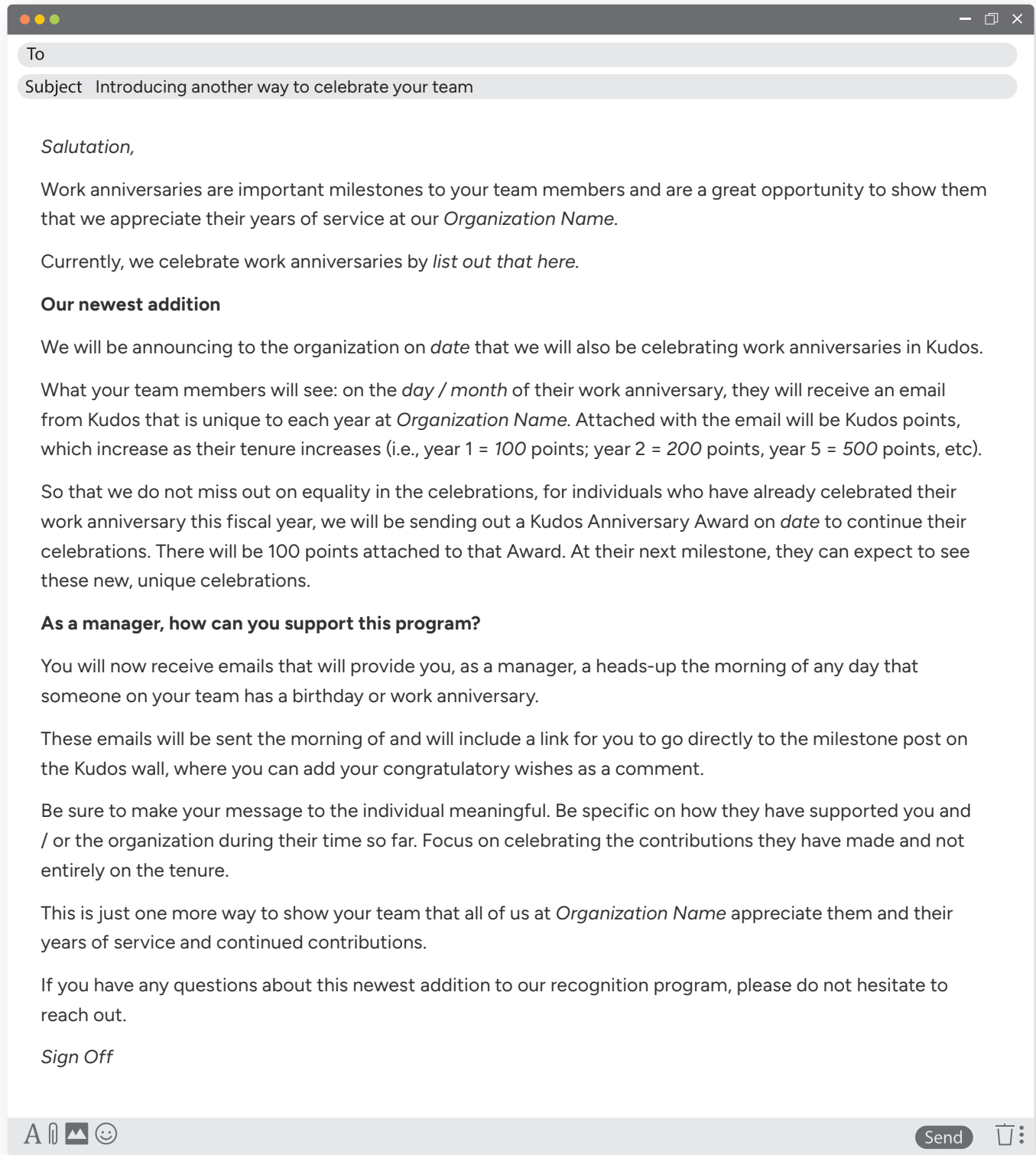
Be specific on how they have supported you and / or the organization during their time so far. Focus on celebrating the contributions they have made and not entirely on the tenure.

5. Manager emails for milestones

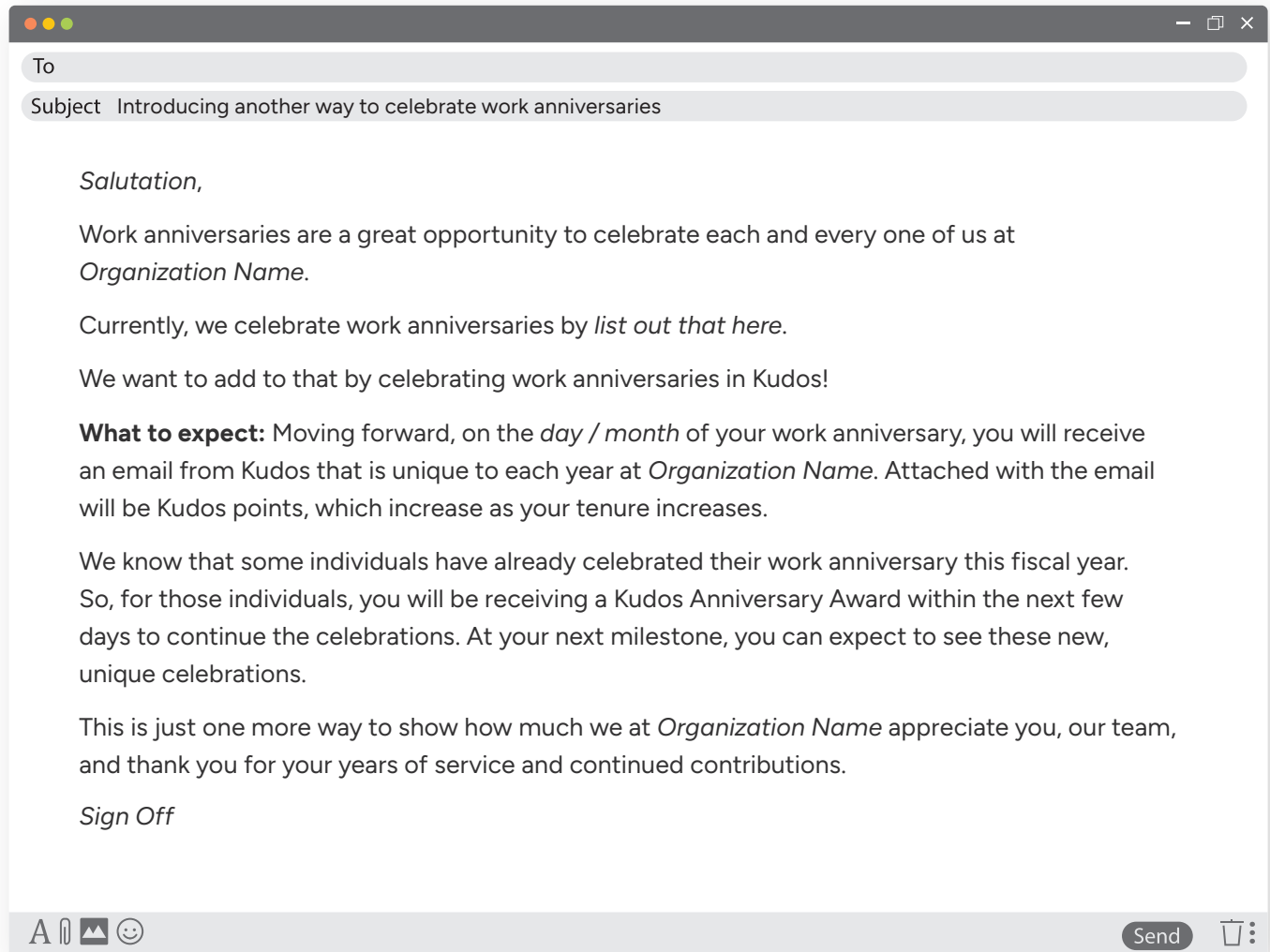
As an Administrator, you can enable manager daily email summaries that lists the birthdays and anniversaries of their team members. Emails will only be sent on days when a birthday and / or anniversary is occurring within the manager’s team. There is a link for managers to go directly to the milestone post on the Kudos wall where they can add their congratulatory wishes as a comment. If you would like to turn this on for managers, [here is an email template](#) to give them a heads-up about this email, as well as the overall program.

Congratulations! You have completed your milestone recognition program. Level up your program with more creative ways to celebrate: check out our [blog](#) for ideas.

Email template for managers



Email template for employees



Onboarding email templates

30-Day

Subject: Congratulations on your first 30 days

Hi *{f}*,

Congratulations on your 30-day milestone. While this is just the beginning of your journey at *Organization Name*, we are reaching out to let you know that your time is valued here every step of the way.

{b}

From all of us at *Organization Name*, thank you for joining us.

60-Day

Subject: It is great to have you here

Hi *{f}*,

You have finished your first 60 days at *Organization Name* and we thank you!

{b}

From all of us at *Organization Name*, thank you for joining us.

90-Day

Subject: You are appreciated!

Hi *{f}*,

Congratulations on completing 90 days at *Organization Name*. Thank you for your contributions so far and we wish you all the success in the year to come.

{b}

From all of us at *Organization Name*, thank you for joining us.

Anniversary email templates

1 Year

Subject: Celebrating Your 1st Year at *Organization Name*

Hi *{f}*,

Congratulations on your first work anniversary at *Organization Name*! This month we celebrate you joining the team and all the contributions you have made along the way.

{b}

From all of us at *Organization Name*, thank you.

2 Years

Subject: We appreciate you

Hi *{f}*,

A heartfelt congratulations is in order. Thank you for your second year of service! You are a valued member of this team and the efforts you put in at *Organization Name* are greatly appreciated.

{b}

From all of us at *Organization Name*, thank you.

3 Years

Subject: 3 years at *Organization Name*

Hi *{f}*,

Wishing you all the best and a happy work anniversary. Thank you for all of the contributions that you have made over these past three years in helping make *Organization Name* successful.

{b}

From all of us at *Organization Name*, thank you.

Q TIP: Include `{f}` if you would like to automatically include the user's first name, `{l}` to include their last name, `{p}` if would like to reference any points that will be sent with the message, and `{b}` if would like to insert the badge name and image.

4 Years

Subject: Thank you for your 4 years of service

Hi `{f}`,

Your contributions to *Organization Name* are greatly valued and well respected. Congratulations on your 4 years of service.

`{b}`

From all of us at *Organization Name*, thank you.

5 Years

Subject: Congratulations on your 5th year milestone

Hi `{f}`,

Congratulations on reaching a milestone of serving the company for five years! Your time and dedication to *Organization Name* and our mission is much appreciated.

`{b}`

From all of us at *Organization Name*, thank you.

6 Years

Subject: It's your 6th anniversary

Hi `{f}`,

Six years! Thank you for being a part of our team at *Organization Name*. We wish you more successes and best wishes always!

6 Years (con't)

`{b}`

From all of us at *Organization Name*, thank you.

7 Years

Subject: 7 years on the team!

Hi `{f}`,

Happy 7th Work Anniversary! Today we want to celebrate seven years of dedication you have put into this *Organization Name*, and the time and efforts you have put into your work.

`{b}`

From all of us at *Organization Name*, thank you.

8 Years

Subject: This month we celebrate you!

Hi `{f}`,

It has been 8 years of your contributions to *Organization Name*, and we thank you! Congratulations on your work anniversary. You are appreciated.

`{b}`

From all of us at *Organization Name*, thank you.

9 Years

Subject: Congratulations on 9 years

Hi `{f}`,

We want to extend our heartiest wishes on your 9th work anniversary. Thank you for everything you have done for the team and *Organization Name* throughout the years. You are very much appreciated.

`{b}`

From all of us at *Organization Name*, thank you.

APPENDIX

10 Years

Subject: A big congratulations is in order

Hi *{f}*,

Congratulations on your 10 years of service to this organization. Your hard work and dedication have contributed to the success of *Organization Name* over the years! This is a big milestone and this month, we celebrate you.

{b}

From all of us at *Organization Name*, thank you.

11 Years

Subject: Celebrating Your 11th year at *Organization Name*

Hi *{f}*,

We want to congratulate you on your 11th work anniversary. Thank you for all that you do to make *Organization Name* a great place to work at.

{b}

From all of us at *Organization Name*, thank you.

12 Years

Subject: We celebrate you this month

Hi *{f}*,

Congratulations on 12 years at *Organization Name*. You are truly valued for your contributions and this month we celebrate you!

{b}

From all of us at *Organization Name*, thank you.

13 Years

Subject: 13 years at *Organization Name*!

Hi *{f}*,

Congratulations on 13 years of service at *Organization Name*! We are so fortunate to have you on our team. We wish you many more years of success. Happy work anniversary!

{b}

From all of us at *Organization Name*, thank you.

14 Years

Subject: Thank you for your dedication to *Organization Name*

Hi *{f}*,

Happy 14th work anniversary. Your many years of service are a true testimony of your dedication to *Organization Name*. Congratulations on your work anniversary!

{b}

From all of us at *Organization Name*, thank you.

15 Years

Subject: A big milestone to be celebrated: 15 years

Hi *{f}*,

Congratulations on this big milestone – 15 years of service at *Organization Name*! We wish you continued success in all you do. You are a significant part of our team, and we could not imagine our workplace without you.

{b}

From all of us at *Organization Name*, thank you.

About Kudos

Kudos is an employee engagement, culture, and analytics platform, that harnesses the power of peer-to-peer recognition, values reinforcement, and open communication to help organizations boost employee engagement, reduce turnover, improve culture, and drive productivity and performance.

Kudos uses unique proprietary methodologies to deliver essential people analytics on culture, performance, equity, and inclusion, providing organizations with deep insights and a clear understanding of their workforce.

Visit kudos.com today to learn more.

Learn more about how Kudos can help build your culture.

Get in touch →



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