

CLIENTS RECEIVE GIFT TO “KOKUA” MAINLAND AND HAWAII-BASED CHARITIES

Coffman Engineers is a multi-discipline engineering consulting firm. Services the company offers include civil, structural, mechanical, electrical, and fire protection, among others.

CHALLENGE: MEANINGFUL, TANGIBLE GIFT FOR HONOLULU CLIENTS

During the pandemic, Coffman Honolulu wanted to find a meaningful holiday gift and support its local community. In the past, they sent clients branded gift baskets with baked goods. However, with many people out of work or suffering loss, Coffman wanted a more appropriate gift. They still wanted to send something tangible, but nothing perishable that might expire in empty offices. Most of their clients are based in Honolulu and regularly support Hawaii-based charities. Previously they donated to charities on behalf of their clients. However, they wanted to find a way to support their clients’ preferred charities rather than ones that the company designated.

SOLUTION: HAWAIIAN-THEMED, BIO-PLASTIC CHARITY GIFT CARDS

Each client received a Hawaiian-themed holiday greeting card with a custom-branded TisBest Charity Gift Card enclosed. Coffman's in-house graphics team created the greeting card that featured a tropical flower with a seasonal message that gave thanks to their clients.

Enclosed was an envelope that read: "Tis the Season. Coffman is pleased to present you the gift of giving and the opportunity to Kokua." Included in that envelope was a \$75.00 TisBest Charity Gift Card attached to cardstock. The front of the cardstock invited clients to spend their charity gift card by following the instructions on the back. The gift card featured the Coffman logo and the phrase "Give the Gift of Good."

CASE STUDY

COMPANY

Coffman Engineers

INDUSTRY

Engineering

LOCATION

Honolulu, HI

SIZE

58 employees



WHY TISBEST?

- Supports Hawaii-based non-profit organizations
- Ability to choose the denomination
- Trusted brand name
- Meaningful gift
- Bio-plastic charity gift card

63

THANK YOU NOTES

\$5K

TO HAWAII-BASED CHARITIES

\$14K

DONATED



“The culture in Hawaii is Ohana (family) and Kokua (help). When we saw that TisBest offered the opportunity to support both U.S. mainland and Hawaii-based charities, we were ecstatic!”

Laura Luger, Marketing Manager, Coffman Engineers

RESULT: OVERWHELMINGLY POSITIVE RESPONSE FROM CLIENTS

Clients used their gifts to support 18 Hawaii-based charities and various others across the U.S. Coffman was surprised with 10 handwritten notes from clients thanking them for "one of the best corporate holiday gifts they've ever received." Another 36 clients sent heartwarming emails, and 17 included thank you replies through TisBest's card redemption portal. In the Honolulu office's 11-year history, they had never received an emotional response like that from any other client gift they've ever given.

Coffman Engineers found TisBest in a Google search among other charity gift card programs. They chose TisBest because it supported both U.S. mainland and Hawaii-based charities, it was a trusted brand name, they could choose the denomination, and the branded redemption was the perfect way to incorporate the Kokua theme. Coffman also liked being able to send a physical charity gift card in its own packaging, which they felt was more personal than an email. As an added bonus, the bio-plastic card was a gift for the environment, too.

The success of Coffman Honolulu's client gift led to an additional \$5K in charitable donations from the company's Seattle and Anchorage offices.