

Gift Principle	Description	Examples
Personalization	Thoughtfully tailored gifts that reflect the recipient's interests or preferences.	A handwritten letter expressing gratitude for their contributions. A simple framed photo of a shared meaningful moment.
Quality Over Quantity	Opt for meaningful, lasting gifts over many small or generic ones.	A well-chosen book that resonates with their personal interests. A personalized bookmark with their favorite scripture.
Surprise and Delight	Giving gifts at unexpected times creates a greater emotional impact.	Leave a small care package or note of encouragement on their desk or mailbox. Send a thoughtful text message or email during a challenging time.
Practicality	Choose gifts that the recipient will use in their daily life and remind them of you.	A reusable coffee cup for someone who loves coffee. A grocery gift card for someone who may appreciate help with daily essentials.
Thoughtful Presentation	How a gift is packaged or presented can enhance its impact and show care.	Wrap a small gift in simple but elegant paper and include a handwritten note. Create a digital card or graphic with a personalized message.
Relationship Investment	The goal of gifting is to build and strengthen meaningful relationships.	Invite someone to a coffee or lunch (even if it's homemade or at the church). Send regular encouraging messages or notes to maintain the connection.