

CIRA Communicates Corporate Culture Through Meaningful Onboarding Gifts

About CIRA

The Canadian Internet Registration Authority (CIRA) is a member-based not-for-profit organization, best known for managing the .CA internet domain on behalf of all Canadians. They build programs, products and services that leverage all the internet has to offer to help build a trusted internet for Canadians.

CIRA is driven by purpose, and makes significant efforts to foster a culture of innovation, collaboration, and inclusion across the entire organization.

The Challenge

Prior to working with Gift Better Co., CIRA's People and Culture team spent hours sourcing gifts from Canadian businesses, getting individual items shipped to their office or the homes of their team members, and then delegating a small team to pack gifts and ship them out on an ad-hoc basis. While the ritual was fun at first, the process could not scale to meet the needs of the growing team, particularly for recurring events like employee onboarding which happened continuously throughout the year. Purchasing the items on an as-needed basis made each gift very expensive, but buying items in bulk meant needing somewhere to store them all until they were ready to be shipped out.

CIRA asked the Gift Better Co. team to curate a custom employee onboarding gift for new team members to welcome them into the organization and start communicating their corporate culture even before day one.

Due to the volume of employees being welcomed on a regular basis, they also needed a streamlined process for placing orders so that no one person was responsible for managing inventory, tracking expenses, or keeping tabs on what was shipped out and when.

The Solution

To simplify the sending of employee onboarding gifts, we set CIRA up with their own custom gifting portal which allowed them to easily access their inventory of pre-approved onboarding gifts. With the portal up and running, CIRA team members can now easily send gifts to the homes of new employees through their private portal in just a few clicks.

Now new hires receive an onboarding gift a few days before their official start date so that they can get excited about their new company.

The Gift

To start curating the perfect onboarding gift for new CIRA employees, our team did an in-depth discovery call to get a sense of the company's culture and how they wanted to convey that to new team members. Two onboarding gifts were created for CIRA, one for part-time team members and one for full time.

The part-time onboarding gift includes:

- Linen Birch Journal with Custom Belly Band: This small journal has a hard cover wrapped in a linen fabric that resembles the bark of paper birch trees, includes a white ribbon bookmark, and is filled with 192 pages of white, lined, thick (120 g) paper. 4.9 x 6.9 in. Do Good Paper Co is a Canadian woman-owned small business based in Markham.
- Treehouse Log Cabin Kit: A DIY log cabin kit with glue and instructions. Assembled Size - 4" x 3" x 5 3/4". Made in Canada by Panabo.
- Branded CIRA Two Tone Mug

The full-time onboarding gift includes:

- Roots 73™ Red and Black Flannel with embroidered CIRA logo on sleeve
- Linen Birch Journal with Custom Belly Band: This small journal has a hard cover wrapped in a linen fabric that resembles the bark of paper birch trees, includes a white ribbon bookmark, and is filled with 192 pages of white, lined, thick (120 g) paper. 4.9 x 6.9 in. Do Good Paper Co is a Canadian woman-owned small business based in Markham.
- Treehouse Log Cabin Kit: Assemble your very own log cabin, set includes glue and instructions. Assembled Size - 4" x 3" x 5 3/4". Made in Canada by Panabo.
- Branded CIRA Two Tone Mug
- JBL Quantum 100 Gaming Headset - Black: Features a unique JBL QuantumSOUND Signature and a detachable, voice focus mic
- Radical Candor by Kim Scott - a book about an approach to management that combines sincerity with care.

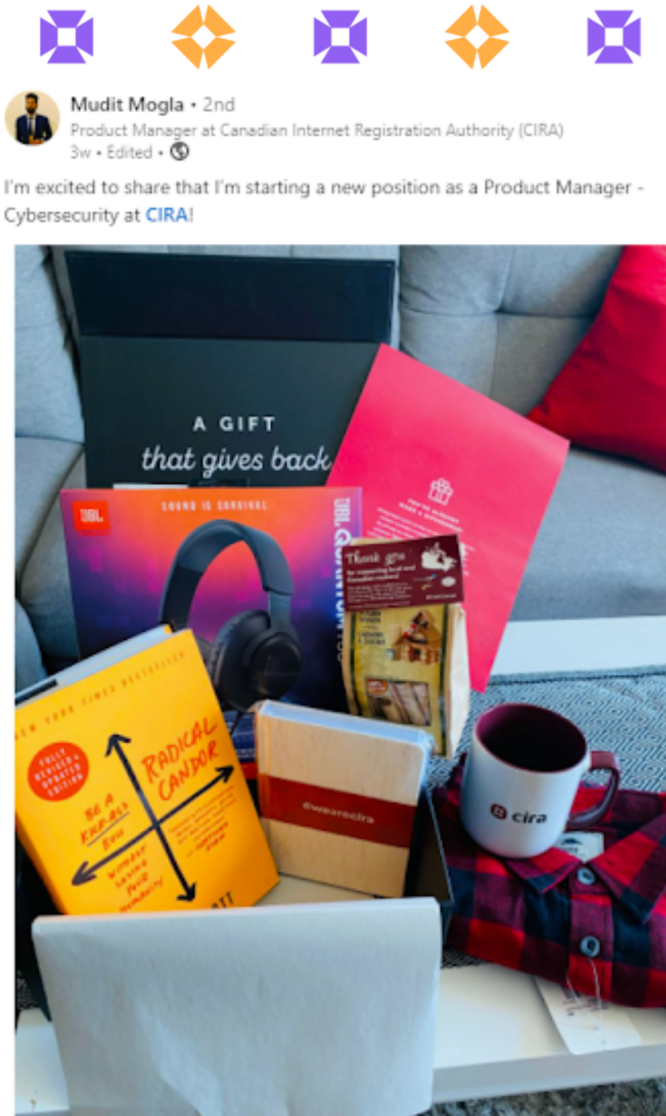
Both gifts also include a welcome letter and a postcard explaining CIRA's purpose and values.

The Impact

Through this gifting project, CIRA supported 2 women-owned businesses, 4 Canadian businesses, and has provided essential technology to over 100 people in need through Let's Get Together.

The Outcome

Since implementing their new process for employee onboarding gifts, CIRA has re-purchased new gifts multiple times. Their HR team is thrilled to have streamlined part of the employee onboarding process, and new team members are excited to receive a welcome gift that communicates their new company's values right away.



"Gift Better goes out of their way to ensure they understand their customers' needs and their customer service is always on point. They've saved us time and money, by truly listening to our requirements and then coming up with creative, sustainable and mission-aligned solutions."
- Sanita Alias, VP People, Culture and Brand; CIRA

