a notable way to enhance employee retention
Today, more than ever, employee retention is a critical factor to Kelly’s success. Satisfied employees are more likely to remain with Kelly, and they’re more likely to recommend us to their friends, relatives, and colleagues.

Our surveys tell us that employees desire contact with their Kelly representatives—they want to feel like a part of the Kelly team. An easy and effective way to keep that bond strong is through the Kelly Cares program.

**LITTLE THINGS MEAN A LOT**
Retention has many faces; some are formal: promotion, recognition, reward. Don’t underestimate the power of a simple “hello” though, it’s a kind of spontaneous, informal contact that effectively strengthens relationships.

That simplicity is the strategy behind the Kelly Cares program. These cards are designed to provide you with an easy and inexpensive way to keep in touch with your employees and mark important milestones in their lives.

**IT’S THE THOUGHT THAT COUNTS**
Unlike some cards that come with pre-printed messages, the Kelly Cares cards are blank inside (except for a Kelly Services logo). A handwritten note is more personal, whether conveying greetings, congratulations, or sympathy.

We have provided a variety of designs and sample messages to get you started. For best results, have the card written and signed by someone the employee knows, such as his or her immediate supervisor. You may want to have everyone in the branch sign the card as well. Enclosing a branch business card could also help encourage your employees to stay connected to you.

**ADOPT AND ADAPT FOR CUSTOMERS**
These cards can be easily adapted for use as a friendly greeting to your customers. As needed, you can alter the card text to reflect the occasion...whether it’s a specific “thanks for choosing Kelly” for a first assignment, or a more generic “get well soon” or “congratulations.”

**ECARDS OFFER CONVENIENCE AND MORE DESIGN OPTIONS**
If you prefer to send ecards to your employees, check out the Kelly specific ones that are part of the Kudos! system.

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**WELCOME / WE’VE MISSED YOU / JUST A NOTE**
Start your new employees on a positive note by sending a welcome card within a week of their hire date. Established and even inactive employees can benefit from having you “drop a line” every now and then.

**WELCOME TO KELLY**
Item #729: Package of 50 (includes envelopes)
(For best results, add phone number/web address under signature)

(Name), it’s great to have you with us! If you have any questions as you begin your new career, please feel free to give me a call. I’ll be in touch with you soon.

Welcome, (name). We’re thrilled you’ve chosen Kelly Services and look forward to providing you with the best opportunities available. We’ll be in touch soon. Best wishes from your Kelly team.

(JOVIAL)
Welcome aboard, (name)! Great to have you with us. We’re here to make your work experience a happy one, so feel free to call anytime. We’ll be in touch with you soon.

(ON ASSIGNMENT)
Great to have you working with us, (name)! Happy “first assignment” from everyone here at Kelly.
**WE’VE MISSED YOU**  
Item #734: Package of 10 (includes envelopes)  
(GENERIC)  
Hello from your friends at Kelly. It’s been a while since we’ve heard from you, and we’re eager to catch up. Give us a call…for a job, or just to say hi!  

(FOR A JOB)  
Hi, (name). We’ve called a few times recently, but haven’t had luck reaching you. We have some job opportunities you might like. Give us a call when you have a chance.  

(JOVIAL)  
Where ya been? Drop us a line or give us a call…for work, or just to say hi!  

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**JUST A NOTE**  
Item #728: Package of 24 (includes envelopes) Assortment of 2 designs.  
Just a quick hello from the folks here at Kelly Services. Hope everything’s going well on your assignment.  

How’s it going? If you have any questions or just want to say hi, drop us a line. We’re always glad to hear from you.  

Been busy? Us, too. Did you know it’s been (number) (weeks/months) since we last talked? Hope everything’s going well for you. Let’s stay in touch!  

**SERIOUS OR TERMINAL ILLNESS**  
At this sensitive time, a card signed by the entire staff may be appropriate.  

The circle of your friends and loved ones includes those of us who have had the pleasure of working with you, (Name). You are in the thoughts and prayers of everyone here at Kelly.
BIRTHDAY / SERVICE ANNIVERSARY

These cards mark regular events in employees’ lives. Use KSN to locate birthdays and hire dates for the following month. You may find it easier to send out cards on a bi-weekly or weekly basis so that they arrive close to the actual events. Hint: having a card arrive a few days early is better than having it come a few days late!

GIFT OPTION

Some card text refers to an accompanying gift. If you wish to send a gift with your card, see the Promo Items available online for affordable gift ideas (Kelly order online website). Kudos! points are another option as employees can redeem their points for an award of their choice.

**BIRTHDAY**

Item #726: Package of 24 (includes envelopes)
Assortment of 4 designs

(JOVIAL)

Hey, (name), save a piece of cake for us! Have a great birthday and a wonderful year.

(SINCERE)

Many happy returns from your friends at Kelly. We wish you a very happy birthday and a great year ahead.

(GENERIC)

Hope your birthday is a special one. All the best from your friends at Kelly.

(GENERIC)

All the best on your birthday from your friends at Kelly. Hope the coming year brings you everything you wish.
SERVICE ANNIVERSARY

KELLY CARES AND KUDOS!

Kelly Cares can be combined with Kudos! to reward and recognize your top-performing employees. Kudos! Points allow employees to redeem their points from a wide selection of merchandise, gift cards, or debit cards. For more information on Kudos!, refer to the Recruiting and Retention section of KellyWeb.

ANNIVERSARY

Item #727: Package of 24 (includes envelopes) Assortment of 2 designs

(GENERIC)

Hard to believe it’s already been (number) year(s)! (Name), we’re thrilled to have you on our team and look forward to congratulating you for many years to come.

(WITH GIFT)

(Name), please accept this token of our esteem. We’re thrilled to mark your (number) anniversary with Kelly, and we thank you for bringing your talent and dedication to our company.

(VERY LONG-TERM EMPLOYEE; WITH GIFT)

(Name), your dedication and talent become more apparent with each passing year. You truly represent the best Kelly has to offer. Please accept this gift with our sincere appreciation and respect.
CONGRATULATIONS / GET WELL / SYMPATHY

These cards are used for spontaneous events. Because they can’t be scheduled, and time is of the essence in some of the messages, it’s best to have a supply on hand for quick mailing.

CONGRATULATIONS
Item #735: Package of 24 (includes envelopes)

(MARRIAGE)
(Name), we were thrilled to hear of your marriage. Here’s wishing you and your (husband/wife) all the joy possible. P.S., please send us your married name and new address, if those have changed. We want to be sure your paychecks continue to arrive on time!

(BIRTH)
What a joyous occasion! Best wishes to your entire family from your friends at Kelly. (P.S., send us a picture!)

(GRADUATION / DEGREE)
We knew you had it in you! Congratulations on earning your (describe) degree.

(NEW JOB)
(Name), congratulations on your new job. You really earned this success. We’re all so glad for you. Have fun!

(GENERIC)
(Name), congratulations and best wishes from everyone here at Kelly. We’re all so happy for you.

GET WELL
Item #730: Package of 10 (includes envelopes)

(MINOR AILMENT / INJURY, FLU, ETC.)
Heard you’re under the weather…hope the sun pops out for you soon!

(MORE SERIOUS ILLNESS / SURGERY / RECOVERY)
(Name), we’re all pulling for you. Rest up, feel better, and let us know how you’re doing! All the best from your friends at Kelly.

(GENERIC)
(Name), your whole Kelly team wishes you a quick recovery. Rest up, take care, and give us a call when you’re feeling better.

(BACK TO WORK)
Hi, (name)! Here’s a “get well” wish from the whole crew at Kelly. P.S. We’ll be here for you when you want to return to work!
SYMPATHY

Item #731: Package of 10 (includes envelopes)

(Name), we are so sorry to hear of your loss. You and your family are in our thoughts.

(Name), our deepest sympathies go out to you at this difficult time. Please let us know if there’s any way we can help.

(Name), you have the condolences of everyone here. At this difficult time, please take comfort in the warm thoughts of your friends.

THANK YOU

Item #733: Package of 24 (includes envelopes)

(TASK-SPECIFIC, SERIOUS)

(Name), I can’t thank you enough for all your help. Your dedication made a challenging task go much more smoothly.

(TASK-SPECIFIC, JOVIAL)

Whew! What a job! It couldn’t have been done without you…thank you so much, (name)!

(GENERIC)

(Name), thank you so much for helping us out [with the ASAP call, the last-minute overtime, etc.]. We really appreciate you—now, and every day.

HEARING GREAT THINGS

Item #732: Package of 24 (includes envelopes)

We’re all thrilled (but not surprised!) to hear great things about you from our customer. Way to go! Keep up the great work.

Our customer just told us something we already knew—that you’re a star performer! Great job, (name)!

(JOVIAL)

Our customer told us you’re doing a great job. We said, “Hey, what else is new?” Seriously, thank you for your great performance. We’re proud to have you on the team.
ORDERING INFORMATION

To obtain Kelly Cares cards, order via the online ordering system on KellyWeb.

For Kelly-themed gift items, see the Promo Items section of the online ordering system via KellyWeb.

Questions about the program? Call the Recruiting and Retention department at 248.244.5179 today.

THAT’S NOT ALL!

Kelly Cares is one part of a comprehensive Retention program that includes Top Employee Reports, myKelly.com, the Kelly Learning Center and recognition programs geared to each business unit or division.