

THE HOLIDAY GUIDE TO Tipping & Gifting

Featuring renowned etiquette expert
ELAINE SWANN



Zelle® presents the Holiday Guide to Tipping and Gifting with lifestyle and etiquette expert Elaine Swann. We'll help you navigate the rules of money etiquette during the holidays and all year round.

Make Your List and Check it Twice!



Zelle® Data: 48% of consumers prefer receiving money as a gift via digital payment instead of by cash or check.

Source: 2022 Holi-Pay Season and Gift Giving

Holiday Gifting and Tipping

Care Providers and Household

- Babysitter:** One evening's pay and a gift from your child
- Nanny:** One week's pay plus a gift
- Day care provider:** \$25-\$70 per caretaker
- Dog walker:** \$25-\$50 or the cost of one session
- Pet groomer:** \$15-\$25 or the cost of one service
- Nursing home employees:** Flowers or baked goods for all employees to enjoy
- Housecleaner:** Up to the cost of one day's work

School

- Teacher*:** A gift made by your child, or a combined gift or Zelle® payment from all the parents
- School bus driver:** A small, non-cash gift

Building Staff and Maintenance

- Superintendents and building managers:** \$75 to \$175
- Door attendant:** \$25 to \$150
- Maintenance staff:** \$20 to \$30
- Parking attendant:** \$25 to \$75
- Landscaper:** \$25-\$50
- Postal worker:** A small, non-cash gift under \$20
- Sanitation worker*:** \$15-\$25 per person

Personal Care

- Hair stylist/barber:** Up to the cost of one service or a small gift
- Beauty salon staff:** Up to the cost of one salon visit. You can divide it amongst staff members who regularly work on your hair
- Massage therapist:** Up to the cost of one session or a gift
- Dry cleaner:** Consider dropping off a small gift like a box of chocolates
- Personal trainer:** Up to the cost of one session or a gift

*Always check local guidance to see if these professionals can accept gifts



Zelle® Data: Delivery service workers were the most selected "holiday tipping" recipients (62%) this year.

Source: 2022 Tipping Behavior and Trends

Who and How Much Should I Tip All Year Round?

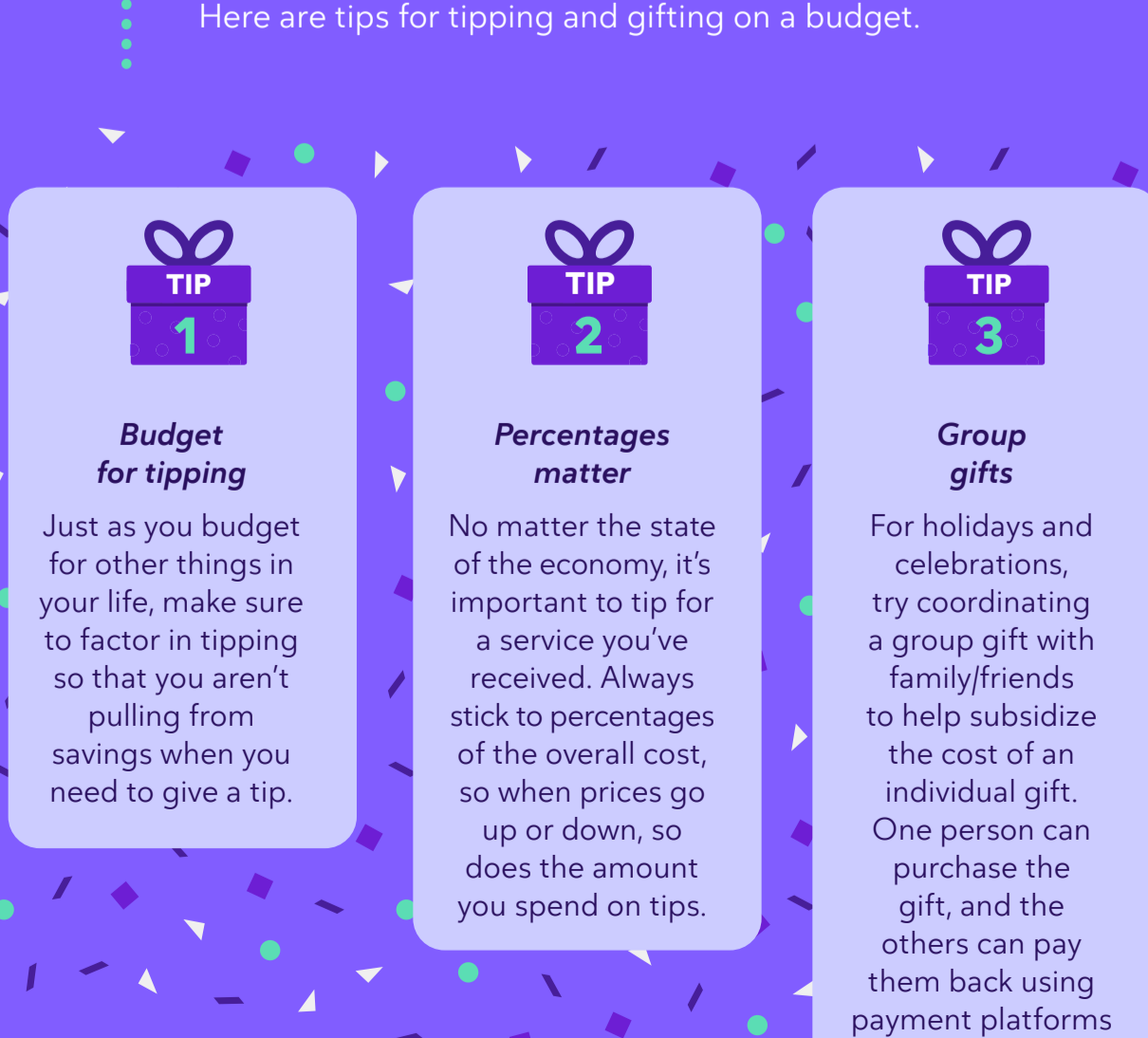


Zelle® Data: 61% of consumers agreed or strongly agreed that tipping has become more top of mind since the start of the COVID-19 pandemic.

Source: 2022 Tipping Behavior and Trends

Tips for Budget-Conscious Tipping and Gifting

Many economic circumstances can affect who and how much you tip, whether it's inflation or the looming recession. Here are tips for tipping and gifting on a budget.



Only send money to those you know and trust. For more tips on using digital payments safely, visit <https://www.zellepay.com/financial-education/>.