

“Vacation Commitment” Suggested Employee Communications Plan

As part of the Vacation Commitment campaign, it’s critical to communicate often with your employees so they recognize your organization’s commitment to their taking regular vacations.

We’ve designed an easy, 5-step plan to help engage your employees.



Vacation Commitment Day
March 31, 2015

1) Involve the CEO. If appropriate, introduce the program via a message from the CEO. This could be an email (sample included in the Toolkit), a recorded video, an all-company meeting, or a video conference. Whichever method you choose, it’s important for a leader at the highest level to communicate that management is 100 percent supportive of this initiative.

A few times throughout the year, another “check-in” correspondence from the CEO should be sent as a reminder: We want you to take your well-deserved time off!

2) Establish open lines of communication with HR. Once the program is announced, it’s important for employees to know how they can learn more or talk through issues. Included here is an initial email you can send, encouraging them to familiarize themselves with how much vacation they have left, and providing a few solid reasons for why they should take it. Then decide the best way for them to communicate with you. You can simply use existing contact information, or you can assign a dedicated email address to better control the process. You may also set up “vacation office hours,” during which someone is available for a discussion. Choose a process that aligns with your work-load and fits your organization’s culture. The important thing is for employees to know that they have a direct line to someone who can answer questions about taking their vacation time.

3) Provide Proof Points and Reminders. It’s easy to say, “Take a vacation! It’s important!” but you need to make sure your employees know WHY it’s important. We’ve provided templates in the toolkit that can be used for posters to be hung in public spaces throughout the office. We’ve also included a document entitled “Ten Tips from the Vacation Doctor” which spells out the health consequences of forfeiting time off. You’ll also find a few infographics with some eye-opening facts and figures about the downside of unused vacation time. We invite you to use these pieces and any you might uncover yourself to provide a steady stream of proof points about the importance of this initiative. This will serve to remind them that you are an organization that cares about their health and well being.

4) Promote the program within your industry. Your involvement in the “Vacation Commitment” program is a great selling point for future employees as well as a point of pride for existing employees. It distinguishes you as a caring, desirable place to work. It’s also an opportunity to establish best practices as a leader in your industry. A customizable press release that can be sent to trade and industry publications is included in the Toolkit.

Please keep us updated (info@TakeBackYourTime.org) about what you are doing. Throughout the year, Take Back Your Time will be recognizing companies with progressive vacation policies

5) Involve employees. Create a platform for employees to share their vacation experiences. Start a blog or private Facebook Group so they can relay vacation stories, post photos, offer advice to their colleagues and more. Not only will this provide a valuable place for employees to find ideas for their own vacations, but it can serve as a wonderful way for people to relive wonderful memories and **Stay Vacationed.™**