

PR Play 15-23

Thank-You Note Defined

Giving thanks? Do the *write* thing! At the most basic level, *Thank-You Notes* recognize the receipt of goods or services. A handwritten *Thank-You Note* is a symbolic way to invest in a friendship or business relationship.

Five basic *Thank-You Note* rules:

- Full sentences
- Proper spelling
- Grammar
- Punctuation
- Syntax

When is a *Thank-You Note* required?

- Whenever the *giver* of the gift is not present to see the recipient's reaction.
- Where gifts are collected but not opened.
- Where the recipient is not present.
- Whenever one receives flowers or a gift by mail or delivery.

What components should a *Thank-You Note* include?

- Date it.
- Personalize it with Dear Nancy – or – Nancy.
- When writing a *Thank-You Note* say “I want to thank you” rather than “wanted” because it is present tense.
- Mention the gift or present as acknowledgement of one's attendance at an event or function (“Thank you for sharing with me my induction into the PRSA College of Fellows. Your being there helped make the evening more special for my family and me.”)
- Personal message including such attributes as “I will use the beautiful pen to sign all of my *Thank-You Notes*.”
- Express possibly having lunch or dinner, soon.
- *Thank-You Notes* may also double as a receipt confirming the gift did reach its intended destination.
- Resist the urge to turn the *Thank-You Note* into a catch-up letter. Save that for a future e-mail or letter.
- Keep the focus on the recipient.

cont.

PR Play 15-23 continued

How long do I have after receiving a gift (or service) to write a *Thank-You Note*?

- Within 24 hours of a job interview.
- Within one week of receiving a gift or service.
- Couples may have up to three months to send out *Thank-You Notes* for wedding presents.
- It is always better to send a late *Thank-You Note* than none at all.

Can I e-mail a *Thank-You Note* or send a Thank-You text message?

- It is preferable to no *Thank-You Note* at all, but it sends the wrong message – such as you are too busy or it is too much of a burden. Maintain sincerity.
- E-mail, texts, postcards, typed *Thank-You Notes* and mass-produced computer-generated cards are considered tacky.

If I am confident they will never compare them, can I send the same note to all guests?

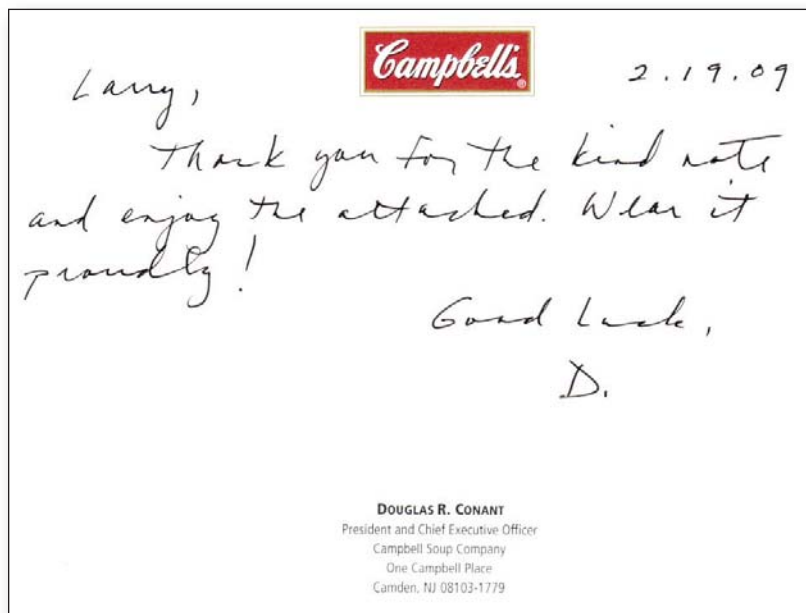
- Although *Thank-You Notes* include many of the same elements they should never be identical.
- Your note should be customized (personal message – see above). Make specific references to your interactions – even their clothing or something said in a conversation.

At what age are *Thank-You Notes* required?

- They are required for all ages – even babies. Their parents should write them.
- It's a good way for children to practice their penmanship and social skills.
- You are never too young – or too old – to write a *Thank-You Note*.

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PR Play 15-24
Sample Thank-You Note



EXERCISES

PR Challenge 15-1

Prepare a tactical memo to your CEO recommending a *Key Communicator* program. List the specific steps you would take to build the program from the ground up.

PR Challenge 15-2

As a special events planner, you have been asked by your CEO to help plan her daughter's wedding. She has given you a \$49,000 budget with which to work. She tells you half jokingly that "your job depends on this being successful." Referring back to Chapter 7 (as well as *this* chapter), list your plan's goal, three objectives and strategies, and the tactics that would accompany the objectives and strategies.