

November 2026 / A practical workbook for small businesses

Customer Appreciation Content Kit.

Thank the people who help your business move forward.

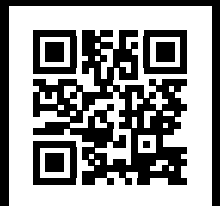
- 1 Find a specific moment worth recognizing.
- 2 Adapt captions, personal notes, and a spotlight.
- 3 Plan November content and follow through.

A Thanksgiving + community content workbook

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01 / Find the moment

Make the thank-you specific.

Choose a real contribution and explain why it mattered. Start with one person or one moment.

Customer trust

A purchase, thoughtful feedback, or a repeat visit.

Community support

An introduction, recommendation, or local collaboration.

The work behind it

A colleague or partner who improved the customer experience.

Who helped, and what did they do?

Why did that contribution matter?

One real detail I can share appropriately

Choose where the thank-you belongs.

☐ Private note

☐ Public post

☐ Community spotlight

Ask before naming or tagging someone, showing their photo, or sharing their words. You can thank a community without identifying an individual.

02 / Adapt the captions

Give gratitude a real story.

Use these as starting points. Fill in only details that are true, then make the wording your own.

1 / Thank your customers

To the people who've chosen [business] this year: thank you for [specific support]. One moment I'll remember is [real detail]. It reminded me why [value] matters in the work we do. We appreciate the trust you put in us every time you [buy, book, or recommend].

Photo idea: a real workspace, completed project, or approved customer moment.

2 / Recognize the person behind the work

[Person or team] made [specific experience] possible by [what they did]. That effort gave our customers [practical benefit]. We're grateful for the care that goes into [detail]. Thank you, [name], for helping us keep [value] part of the experience.

Photo idea: an approved portrait or a detail of the work they contributed.

3 / Share a founder Thanksgiving reflection

This Thanksgiving, I'm thinking about [specific moment] and the people who made it possible. Owning a small business has taught me [honest lesson]. Thank you for [specific support]. I'm grateful we get to be part of [community or customer experience].

Photo idea: a candid founder photo or a real moment from the year.

Worked example / Fictional neighborhood bakery

This Thanksgiving, I'm grateful for the neighbors who made our new pickup window part of their Friday routine. Your feedback helped us label every box more clearly. Thank you for helping us make the experience better.

Read the draft aloud. Use contractions if that is how you speak. Remove every bracketed placeholder.

03 / Make it personal

A thank-you can be a conversation.

Use a personal note when the contribution is best acknowledged directly.

Private note / Adapt before sending

Hi [name], I wanted to thank you for [specific action]. It meant [real impact] to [me or us], and I especially appreciated [detail]. I'm grateful you chose [business] for [service or purchase]. I hope [warm, professional closing].

Community spotlight / Use what you know firsthand

If you're looking for [service or product] in [area], meet [business]. I appreciate [specific detail you've experienced]. Here's where to learn more: [their website].

Permission request / Send the draft for review

Hi [name], we'd love to share [exact quote, photo, or story] on [specific channels] as part of a customer appreciation post. Here's the draft. Are you comfortable with [your name, tag, or photo] being included? It's completely fine to decline.

The person or business I will thank / one detail to personalize

Send through a channel you already use appropriately. Only publish a spotlight you can describe accurately.

04 / Plan November

Choose a few meaningful moments.

These dates are suggestions. Move them to fit your schedule, and choose the moments you can do well.

Suggested date	The purpose	My date / format
Nov 16	Send personal notes Thank someone for a real contribution.	Date / format
Nov 18	Show the work behind it Recognize an approved partner or contributor.	Date / format
Nov 23	Reflect as a founder Share one moment from the year that mattered.	Date / format
Nov 26	Thank your community Publish your specific Thanksgiving message.	Date / format
Nov 28	Support a small business Share a local business you can describe firsthand.	Date / format

One small business I can spotlight, and what I value about its work

05 / Draft and follow through

Make the recognition count.

Draft one post or personal note. Then decide how you will continue showing appreciation.

My personalized thank-you

Who helped? What did they do? Why did it matter? Include one real detail.

Before you publish or send

- ☐ The thank-you describes a real contribution.
- ☐ Anyone featured approved the wording, visuals, and channels used.
- ☐ I removed private details and checked names and links.
- ☐ I replaced every placeholder and read the message aloud.

My next action to support this relationship

For example: use their feedback, introduce them appropriately, or send a personal update.

Who will follow through / when

Make your content sound like you.

For help turning real stories into useful content, start a conversation with Aspire.

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