

Greetings of Gratitude | Launch Communication Plan

Say thanks ... and make it count!

The majority of Managers believe that they do a good job of appreciating employees. But only 17% of employees agree. In fact, 79% of employees who quit in recent years say that lack of appreciation was a major driver in their decision to leave. On the flip side, employee engagement increases by nearly 60% when employees feel recognized and appreciated for performance, behaviors and ideas.

While most of us believe that we do a good job of celebrating our colleagues, appreciation in the workplace often falls flat because we just don't know what to say.

Common messages of thanks like, "You're a rock star," or "Thanks for all you do" aren't specific or meaningful enough to make others "feel the love." To make it count, appreciation has to be personalized, specific, heartfelt and timely.

But not everyone's a poet, and it's hard to find the perfect words.

That's why we created Greetings of Gratitude! To help you express specific and heart-felt appreciation in the moments that matter. Greetings of Gratitude is a user-friendly app that makes it easy to share specific, meaningful and heartfelt appreciation at work. No creative writing skills required - just browse, select, personalize, and send!

Launch Plan – Highlights

Communication Wave	Distribute
Wave 1: Adopt	<ul style="list-style-type: none">● Adopt email● FAQs● Screen Shots
Wave 2: Prompt	<ul style="list-style-type: none">● Prompt email● FAQs● Screen Shots
Wave 3: Nudge	<ul style="list-style-type: none">● Nudge email● FAQs● Screen Shots

Email communications included on following pages

Adopt Email

Subject: What if ... it was easy to share meaningful thanks?

“Feeling Gratitude and not expressing it is like wrapping a present and not giving it.”

- William Arthur Ward

While most of us believe that we do a good job of celebrating our colleagues, appreciation in the workplace often falls flat because we just don’t know what to say. Common messages of thanks like, “You’re a rock star,” or “Thanks for all you do” aren't specific or meaningful enough to make others “feel the love.” To make it count, appreciation must be personalized, specific, heartfelt and timely.

But not everyone's a poet and it’s hard to find the perfect words.

What if we told you that saying “thank you” can be simple and significant?

Today, we’re pleased to share a new way to express your gratitude in the moments that matter. **Greetings of Gratitude** is a user-friendly app that makes it easy to share specific, meaningful and heartfelt appreciation at work. No creative writing skills required - just browse the pre-written messages, select the perfect one, personalize it, and send!

Send specific, memorable thanks in under a minute

1. **Download the app** on [App Store](#) or [Google Play](#)
2. **Browse or search** hundreds of pre-written greetings – there’s one for every workplace occasion!
3. Add an optional message to personalize your thanks
4. Send it immediately (no approvals required!) through text, email, or social media

Say thanks, and make it count ... with Greetings of Gratitude.

Click [here](#) to learn more about Greetings of Gratitude.

Prompt Email

Subject: Try it out! Say thanks, and make it count.

Who are you grateful for this week?

As you reflect on the past week, can you think of a colleague who made one of your days a bit brighter? Take a few moments to pay it forward and make that person’s day with a Greeting of Gratitude!

Identify a colleague who ...

- Shared their expertise with you,

- Exceeded performance expectations,
- Welcomed your ideas,
- Offered encouragement, or
- Demonstrated a company value ...

and send them a Greeting of Gratitude!

You'll find hundreds of specific and heart-felt thank you messages in these five categories within the app – there's one for every workplace occasion! Select a category, browse the pre-written greetings, find the best fit, then personalize and send it – to anyone in your contact list - over SMS, email or social media.

Each [Company] team member will also receive a “You've Got Thanks!” sticker. Once you send a Greeting of Gratitude, give your sticker to the recipient so we can “see” all the memorable moments we created this week!

It only takes a minute to create a memorable moment.

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Nudge Email

Subject: Reach beyond recognition!

Are recognition and appreciation one in the same?

When we think of recognizing others at work, we often focus on performance – a job well done, a goal exceeded, or a project completed. But research shows that people feel most appreciated when they are thanked - not just for a job well done - but also for their behaviors, milestones and ideas.

Reach beyond performance recognition! Make others feel seen, valued and heard by acknowledging the person behind the performance. To help you get started, we've compiled a list of appreciation options. We challenge you to a game of gratitude bingo!

This week, I acknowledged someone's:

Expertise	Candor	Creativity	Vision	Transparency
Guidance	Agility	Practical viewpoint	Attention to detail	Perspective
Tenacity	Support	Authenticity	Dedication	Care
Impact	Encouragement	Results	Responsiveness	Planning
Positive outlook	Humility	Open mind	Coaching	Helpful feedback

Reach beyond recognition to make others feel seen, valued and heard!

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Say thanks, and make it count ... with Greetings of Gratitude.

Frequently Asked Questions

When should I use Greetings of Gratitude?

Send a Greeting of Gratitude any time you want to thank someone for their performance, acknowledge their behaviors or ideas, congratulate a personal milestone or offer some words of encouragement.

There's no limit on what you can appreciate, and you'll find specific and heartfelt greetings for every workplace occasion.

Who can use Greetings of Gratitude?

Anyone can send a Greeting of Gratitude! We have chosen this app as our preferred tool for appreciation at [Company], but it's available to anyone on the App Store and Google Play. Feel free to share the app with friends and family outside of work!

To whom I can send a Greeting of Gratitude?

Anyone can receive a Greeting of Gratitude! We encourage you to share your appreciation with direct reports, peers and even your manager.

How do I find the perfect Greeting of Gratitude?

On the app home screen, you have two options. You can either search all categories by keyword (like expertise, creativity or leadership) or browse the cards in each category. Categories include: Expertise, Ideas, Performance, Behaviors and Encouragement. You'll also periodically find special edition categories for workplace holidays like Fun at Work Day, Employee Appreciation Week and Boss' day.

How do I send a Greeting of Gratitude?

Once you find the perfect greeting, click on it to add your name and the recipient's name. You can also add an optional message to make it even more personal. Click preview, then "share now" to select how you want to deliver your message - by text, email, print or social media. You also have the option to send your greeting to a printer and deliver it by hand to the recipient.

Do I have to add a personal message?

Adding a personal message is optional. Greetings of Gratitude are designed to be specific, meaningful and heartfelt, even without a personal message.

Is my activity tracked in the Greetings of Gratitude app?

No. The Greetings of Gratitude app does not track activity or usage.

What if I can't find a Greeting of Gratitude that fits my situation?

If you can't find the perfect words, send a suggestion to the Greetings of Gratitude team using the suggestion box at the bottom of your app screen. The team will either suggest a greeting that fits your situation, or create a new one you can use.

Can I use Greetings of Gratitude outside of work too?

Yes! Directs, managers, peers ... many people to use it for teachers, coaches, friends! We encourage people to use it any time they feel gratitude.