



American
Heart
Association.

Gratitude Event Toolkit





FOCUS ON MENTAL WELL-BEING

Chronic workplace stress can be as risky to health as secondhand smoke. On the flip side, managing stress can improve feelings of happiness, purpose and gratitude, all of which can keep hearts and minds healthier, and make it more likely for people to stick with healthy habits.

Little things like “thank you” notes can go a long way in helping support and improve mental well-being for both the people showing gratitude as well as for those being thanked! The goal of this project is to ensure that thank you cards go to workers who are often under-recognized and often disproportionately from historically excluded groups including certified nursing assistants (CNAs), nursing home staff, cafeteria workers, cashiers in grocery and general merchandise stores and custodial and maintenance staff.

Tip: Increase the impact of your company’s volunteer activity by including AHA resources that support mental well-being along with the special messages of gratitude!



PLANNING YOUR GRATITUDE EVENT

EVENT TIMELINE

1



REACH OUT TO ORGANIZATIONS

2



SET GOALS

3



RECRUIT VOLUNTEERS

4



COLLECT SUPPLIES

5



HOST CARD MAKING PARTY

6



PROMOTE YOUR EVENT

7



DELIVER CARDS

8



THANK VOLUNTEERS

STEP 1: REACH OUT TO ORGANIZATIONS

Reach out to local hospitals, senior centers, schools and other organizations to share your company's interest in providing thank you messages to their employees. You can then work with them to best determine how to proceed with planning your Gratitude Event based on the number of employees to receive the cards.

Please note that the link is provided for convenience only and not an endorsement of either the linked-to entity or any product or service.

GUIDING QUESTIONS

Once you have identified where your company would like to deliver the cards, contact the organization/company/school and ask the following questions:

1. Who should we work with at your company/organization to coordinate delivering thank you cards to your employees?
2. How many employees work at your company/organization?
3. Our goal is to reach some of the typically under-recognized workers – for example, custodial staff, cafeteria staff, CNAs, etc. (adjust this list depending on the type of company/organization you are talking to). What is the best way for us to ensure that these workers receive a card?
4. How would you like the thank you cards to be delivered and distributed?



STEP 2: SET IMPACT GOALS FOR YOUR COMPANY

- How many employees does your company want to have participate?
- How many cards do you want your company to make and deliver?
- How many cards does each employee need to make to achieve this goal?
- What is the estimated time commitment for each volunteer?

GRATITUDE EVENT PLANNING

continued



STEP 3

Recruit Volunteers

Volunteers are needed to make cards, box-up and print the mental well-being materials and deliver the cards.

STEP 4

Collect Supplies

Examples include: colored paper, poster board, stickers, markers, glitter, etc.

STEP 5

Host an in-person or virtual “card making party”.

Consider hosting a card making party as a way to engage your team!

SAMPLE THANK YOU CARD MESSAGING

- Thank you...we appreciate all you do.
- Sending thanks and warm thoughts to all of you who are working through these challenging times.
- I am thankful for your commitment to caring for our community!
- Your dedication and skill are making a difference.
- Thank you so much for what you are doing for our world.
- You are truly a hero. Thank you.
- You show us that we are all in this together.
- Every day you make a commitment to serve. Thank you.
- Your tireless efforts are not going unnoticed. Thank you.
- You deserve our applause, our thanks and our respect.
- You are making a bigger impact than you realize.
- Our community is better because you are a part of it.

More thank you card ideas:

- [25 Easy DIY Thank You Cards](#)
- [DIY Thank You Card Ideas](#)

Please note that the link provided is for convenience only and not an endorsement of either the linked-to entity or any product or service.

PROMOTE YOUR GRATITUDE EVENT

STEP 6: GET SOCIAL

Share information about your company's volunteer experience using the AHA approved social media posts below along with a photo of your volunteer activity.



"We are a proud local sponsor of the [event name] but our support of the American Heart Association goes beyond the ballroom. Today, we are getting to the heart of the matter, and being a relentless force by [insert activity]."

"It is not about dressing up. It is about showing up – for our community – and being a relentless force for longer, healthier lives. We are going beyond the ballroom and joining together in the spirit of the American Heart Association's mission, volunteering with other organizations that care about our community. We are a proud local sponsor of the [event] and are happy to celebrate today's Heart of (insert city name) Serve Day."





STEP 7: DELIVER THE CARDS



When delivering the cards on the date and time you agreed upon with the recipient organization, take photos and videos to capture your event and share them with your local American Heart Association staff person.

Before sharing, make sure that all people have signed our [photo release form](#) so they are aware their photo may be shared in various places including social media or our website.

STEP 8: THANK YOUR VOLUNTEERS AND COLLEAGUES

Sample thank you e-mail:

Dear NAME,

Thank you for supporting COMPANY NAME'S Gratitude Event. With your help, our company delivered X thank you cards to the NAME THE ORGANIZATION/COMPANY/SCHOOL to show we care about our neighbors. Thanks to YOU who made a big impact on our community! Together, we are working with the American Heart Association to support the mental well-being and overall heart health of our community. You are making a positive impact, and we appreciate your participation!

DOLLARS FOR DOERS

Pro Tip: Turn your Time into Treasure! If your company offers Dollars for Doers, be sure to encourage employees to log their volunteer hours to increase their impact even more! Visit www.heart.org/matchinggifts, enter your company name and scroll to the bottom of the page see if your company offers these dollars.



American
Heart
Association®

