

Thanksgiving Cards

When it comes to getting started with your Thanksgiving Acknowledgement, it's easy as this:

1. Choose Your Quality Thanksgiving-Themed Card (www.lavishcards.com)
2. Choose the Greeting or Quote you want pre-printed inside (if applicable)
3. Place Your Card Order
4. Handwrite a personal message and sign Your Cards
5. Send Your Cards

We recommend you start this process well in advance of Thanksgiving to ensure you have plenty of time for the cards to arrive, be signed, addressed and mailed without stressing anyone out. You will also want to have someone on the team keep a copy of the card and greeting for each year you implement this to ensure you won't duplicate a previous year.

Choose a Stunning Card

If you are going to take the time to send a card to your best clients, make sure it's stunning. We highly recommend the quality photo art cards which allows you to celebrate the occasion on the inside which dramatically extends the shelf-life of the card.



Thanksgiving Messages

Some advisors prefer something pre-printed in the card that they can easily add to with their personal hand-written greeting. Others prefer a completely blank card so they can fill the inside with a personal greeting. This is the perfect place to include information about their family in a natural and meaningful way.

If you would like to have something pre-printed, here are some generic messages to get you started:

We wanted to let you know how much we appreciate and value the relationship we have with you. We hope you have a wonderful Thanksgiving and take the opportunity to be thankful for your many blessings. Sincerely,

We will be thinking of you this Thanksgiving as we reflect on what we are thankful for. And, we hope you have a wonderful holiday with your family & friends. Best wishes,

Thanksgiving is a time to give thanks for all that we have – like the great relationship we've shared for years. It is a pleasure working with you and your family. Have a terrific Thanksgiving. Warm regards,

We sincerely appreciate your continued trust and confidence. Best wishes to you and your family this Thanksgiving. Respectfully,

Perhaps you are someone who likes quotes – this is another option for inside your card. You can also google ‘Quotes of Thanks’ and come up with many, many more terrific quotes to demonstrate your gratitude.

If you would like to include a quote, here are some options to get you started:

“As we express our gratitude, we must never forget that the highest appreciation is not to utter words, but to live by them.” John F. Kennedy

“Thankfulness is the beginning of gratitude. Gratitude is the completion of thankfulness. Thankfulness may consist merely of words. Gratitude is shown in acts.” Henri Frederic Amiel

“Sometimes we need to remind ourselves that thankfulness is indeed a virtue.”
William Bennett

“All our discontents about what we want appeared to spring from the want of thankfulness for what we have.” Daniel Defoe

“At times our own light goes out and is rekindled by a spark from another person. Each of us has cause to think with deep gratitude of those who have lighted the flame within us.”
Albert Schweitzer

“Gratitude is not only the greatest of virtues, but the parent of all the others.” CICERO

“Thanksgiving Day is a jewel, to set in the hearts of honest men; but be careful that you do not take the day, and leave out the gratitude.” E.P. Powell

Thanksgiving Annual Anchor Gift

If you decide you want to include your Annual Anchor Gift with Thanksgiving, which is a terrific time to show your gratitude and appreciation, you will need to make decisions regarding the gift you want to include and have that ordered in advance as well.

This will quickly become a tradition your clients look forward to receiving and you truly enjoy providing.