

# THE MORALE FAIRY'S NEWSLETTER

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This installment of The Morale Fairy's newsletter features part five of the series, "Putting S.P.R.I.N.G. in Their Steps Puts a Spring in Yours." We've looked at SMILE, PRAISE, RESPECT and INFORM. This month the focus is on NOTES.

## NOTES (Write lots of them)

What are your 'treasures?' What are the things you will cling to emotionally and physically for many years? Millions of people, young and old, are facing these questions as they downsize and declutter their living spaces. Since the space available is limited, the items that can be retained must be very special.

A friend visited an aunt who had recently moved to an assisted living facility. The lady was excited to show my friend her 'treasures.' These items, in a small box, consisted of personal notes she had received from customers and supervisors during her years working in a bank. These are the special items she chose to take with her to her new, smaller, home.

People cherish the personal messages they have received from friends, relatives, and colleagues. "Don't all of us go to our mailbox and say, 'Gee, I wish I had a handwritten note from somebody'? We do value that personal connection. ... It makes people smile," says Papyrus' Elizabeth Maguire, director of marketing for the firm founded in 1950. Written messages can be read over and over, cherished, preserved and enjoyed for years.

Putting praise in writing is especially motivating. The acknowledgment of accomplishments in tangible form can raise performance to even higher levels. We will believe what others write about us more than all the positive self-talk we generate. And, those notes don't have to be extremely long! A 'sticky' note with a few words of joy will work wonders for morale!

In business personal notes are an avenue to build relationships. Thank you notes are especially appreciated. In many circumstances, such as for volunteers, it's the only tangible recognition they receive for their many hours of service. The note tells them someone cares about them, enough to take the time and effort to write. One special technique is to send a note to the family of someone who has

worked extremely hard, thanking them for sharing the special individual with the organization.

If you are in the business of fund raising, sending handwritten notes to donors may increase the responses you receive. According to Mal Warwick & Associates, "The percentage of donors who respond to these mailings is very high — two, three, or even four times as high as in response to conventional lasered or printed appeals. These hand-written appeals — which cost two, three, or four times as much as a standard appeal — are raising a lot of net revenue for some groups. That's especially the case when the mailing is sent to donors or members who have given \$100 or more in the past."

([http://www.malwarwick.com/learning-resources/mailbag/mailbag\\_july05.html](http://www.malwarwick.com/learning-resources/mailbag/mailbag_july05.html))

Writing notes makes you stand out and gives a great impression. One famous former NFL player sent personal thank you notes to each of the attendees at his new business's ribbon cutting. You can imagine the good will those notes generated. President George H. W. Bush, Abraham Lincoln, Ronald Reagan and even Jack Welch are recognized for their personal, handwritten notes.

From a business stand point, hand written notes are a fantastic marketing tool. They definitely will be read! One real estate agent found success when she sent personal notes to people who had 'For Sale By Owner' signs in their yards. An insurance agent set a goal to write ninety personal notes a month. He wrote notes to clients, potential clients, employees, colleagues, clerks in stores he frequents, friends and relatives. Tom Chiarella writes in a recent 'Esquire' Magazine that he dedicated a month to letting no kindness pass without a thank-you. He wrote ninety-one notes in the first week!

You don't have to wait until the next National Write a Letter of Appreciation Week (March 1-7). Think of the people in your life who mean a great deal to you. You can write to a teacher, a boss, a person you admire, a child or even to a new acquaintance. Adding to someone's 'treasures' will definitely do two things. It will raise the spirits of the recipient of your personal note, showing them you cared enough to take the time and effort to write. And, in the process of raising someone else's morale, it will do wonders for your own.

## **Quotes**

"What a lot we lost when we stopped writing letters. You can't reread a phone call." Liz Carpenter

"Letter writing is the only device for combining solitude with good company." Lord Byron

"What a wonderful thing is the mail, capable of conveying across continents a warm human hand-clasp." Author Unknown

“Letters are among the most significant memorial a person can leave behind them.” Johann Wolfgang Von Goethe

## **Book recommendations**

The Art of the Handwritten Note A Guide to Reclaiming Civilized Communication  
- Margaret Shepherd

Business Notes: Writing Personal Notes That Build Professional Relationships -  
Florence Isaacs

Go Put Your Strengths to Work: 6 Powerful Steps to Achieve Outstanding Performance - Marcus Buckingham

StrengthsFinder 2.0: A New and Upgraded Edition of the Online Test from Gallup's Now, Discover Your Strengths - Tom Rath

## **Resources**

[http://ideabook.com/tutorials/marketing\\_pr/onetoone\\_marketing\\_use\\_persona.html](http://ideabook.com/tutorials/marketing_pr/onetoone_marketing_use_persona.html)

[http://pressroom.hallmark.com/on\\_a\\_personal\\_note.html](http://pressroom.hallmark.com/on_a_personal_note.html)

<http://www.brownielocks.com/notes.html>

<http://h20325.www2.hp.com/blogs/jantsch/archive/2006/02/13/759.html>

## **SMILES**

“Proofread carefully to see if you any words out.” Author Unknown

What do you get when you cross a stream and a brook?  
*Wet feet.*

What do you call the best butter on the farm?  
*A goat.*

But baby pigeon said, "I can't make it; I'll get too tired." His mother said, "Don't worry; I'll tie a piece of string to one of your legs and the other end to mine." The baby started to cry. "What's wrong?" said the mother. "I don't want to be pigeon towed!"

Workplace motto: TEAMWORK means never having to take all the blame yourself.