



workhuman*

World Gratitude Day Checklist

9 STEPS FOR SUCCESS AHEAD OF SEPT. 21

Now

- Decide how you want to celebrate – align with leaders on how simple or extravagant you want your communications to be on World Gratitude Day. A message or all-employee award from the top (your CEO, your recognition program executive sponsor, etc.) is best.
- We recommend pairing this with several print and digital channels (and in-person gatherings where appropriate) so that your message reaches all employee populations, driving lots of gratitude within your recognition program and across your company come World Gratitude Day.

Week of Aug. 9 (4-6 weeks out)

- Download the toolkit – Decide which visual concept you like best and click “Download.” Open the zip file and choose the templates that support your celebration plan and channels.

Week of Aug. 23 (3-4 weeks out)

- Customize your templates – all templates are built in PowerPoint, making them easy to update with your company and program logos, font, colors, language, and more.

Week of Sept. 6 (2 weeks out)

- Provide your themed email headers and virtual backgrounds to recognition program ambassadors, employee resource groups, leaders, and more to build anticipation.

Week of Sept. 13 (1 week out)

- Publish your World Gratitude Day intranet article, start circulating digital signs, and distribute any other print/digital assets.
- Share social posts with recognition program ambassadors so they are ready to share on Sept.21.

Sept. 21 (Day of!)

- Employees receive a message or award from leadership.
- Post to preferred social media channels using #SparkWorldGratitude.
- Recognize a colleague you're grateful for and encourage those around you to do the same!

