

https://www.nola.com/entertainment_life/home_garden/article_43489c6f-eabc-54d1-a90d-d4669f6da48f.html

Thank-you notes are an old-fashioned tradition and essential part of modern life

BY SUE STRACHAN | sstrachan@theadvocate.com OCT 1, 2018 - 10:00 AM

1 of 8



Thank you notes from left, bottom row, French Library, Scriptura, French Library; middle row: Alexa Pulitzer, Scriptura, Alexa Pulitzer; top row: Scriptura

[Buy Now](#)

Advocate Staff photo by SOPHIA GERMER

My earliest memory of writing thank-you notes was when I was 6 years old. My incredibly proper mother insisted I write out the note first on a blank piece of paper, so as to not waste a precious card. It was for me an exercise in tedium — “I have to write this twice?” — but obviously something stuck because years later I have at least three different styles of thank-you cards to use. (I just wish my handwriting was a little better.)

While many people are happy sending thanks by email, Instagram or another social platform, there is something to be said for a hand-written thank-you note. Start with the obvious: It is an elegant way to acknowledge a gift and lets givers know a gift was received. (Nothing bothers me more than if I send something and don't get an acknowledgement.)

“I feel if someone has taken the time to do something thoughtful or helpful or pick out and purchase a special gift for you, a hand-written note would be appreciated,” said Betty Hunley, of Betty Hunley Designs. “Anytime someone receives a personal, hand-written note from someone, it is like receiving a gift.”

It's a sentiment echoed by The Emily Post Institute, the venerable expert with a modern website: emilypost.com. "It's never wrong to send a written thank you, and people always appreciate getting 'thanks' in writing," the website says.

But how does one keep up with them? My strategy is nothing new: Write them the moment I get a gift. It does sometimes fail, as I do have a thank-you note sitting right now in my to-do pile.

Looking around for better ideas, I turned to Alexa Pulitzer, New Orleans-based designer of her custom stationery and private label collections.

Pulitzer keeps thank-you notes by her bed, so she can write them before she goes to sleep. "I hand-write six to 10 notes a week for any reason: to say thank-you, happy birthday or to express admiration."

She also has instilled the importance of writing thank-you notes in her two children. Just like my mother, Pulitzer has her children write the

notes on plain paper; then she edits them, and the children rewrite the final version on good card stock.

But when it comes to weddings or large events, the art of thank-you notes becomes more strategic. While many say a bride and groom have up to a year to write notes, The Emily Post Institute says thanks should go out within three months.

“As gifts come in, make a list of the gift and who sent it,” said Carla Adams, of Carla Adams Events. She tells her clients, “Write notes every day if you can, or designate time every week, so you don’t get behind.” It's a method she used when her two stepdaughters made their debuts.

Another way of keeping up with thank-you notes was shared with me in highest discretion: hiring help. The bride created a spreadsheet listing names, addresses and gifts. She composed one thank-you text for family and another for friends, and the helper copied them onto cards, personalizing each to name the gift (“lovely candlesticks!” “gorgeous linens!”). Scandalous? Perhaps. Practical and smart? Yes.

People sometimes get hung up on what kind of thank-you notes to purchase. I have used custom notes, as well as packaged. I also have sent scenic postcards as a thank-you note and a fun keepsake. For those who like to keep up with trends, Hunley said metallic elements are popular right now.

But whatever your stationery style, the point is, write the note.

“There is something eminently satisfying about sitting down, writing on a carefully selected card or piece of personalized stationery and finding just the right words of appreciation,” said Margaret Jones, co-owner of Scriptura. “Doing so honors the recipient and helps maintain the bonds of friendship in an elegant and lasting way.

“Your mother was right. There simply is no substitute for a hand-written note.”

Carla Adams Events

carlaadamsevents.com

The French Library

3811 Magazine St.

thefrenchlibrary.com

Betty Hunley Designs

6057 Magazine St.

bettyhunley.com

Alexa Pulitzer

alexapulitzer.com

available in local stores

Scriptura

5423 Magazine St. and 3301 Veterans Blvd.,
Metairie

scriptura.com

You May Like

Sponsored Links by Taboola

Shut The Front Door! It's Amazing These Trucks Are Under 30K!

New Trucks | Search Ads

U.S. Cardiologist: It's Like a Pressure Wash for Your Insides

Gundry MD Total Restore Supplement

What 5 Car Wax Sealants Were Voted Best of 2019?

VehicleBuff Review

Netflix Saying Goodbye To These Shows This November

refinery29.com

It's The Most Wonderful Time Of The Year. It's Gaming Season.

Empire Blazing Winter

3 Dangerous Foods People Feed Their Cat (Without Realizing It)

Dr. Marty Feline Prime | Supplement

Don't Sell Your Old Mac, Try This Trick First

MacKeeper

Jolie Whip Tall

\$199 - thefryecompany.com

MORE FROM THE ADVOCATE

- 69-year-old woman in critical condition after crashing into Zachary music school building
- Rabalais: Will Tua Tagovailoa's ankle be ready when LSU plays Alabama? An LSU player may provide a clue
- The new plan for old Charity Hospital is foolish, Healing Minds NOLA president says
- Rabalais: What does being No. 1 mean for LSU? Great respect, a great start, great pressure
- Former Congressman Bob Livingston emerges as figure in Trump's Ukraine saga

MORE FROM OUR PARTNERS

-
-
-
-

Recommended by

