I’m so glad you asked!

When writing donation thank you letters, or “acknowledgment letters” as they are sometimes called, keep these five basic elements in mind:

In four to five simple and direct paragraphs you must convey the message of “thank you!”

These letters are generally only sent to frequent donors or long-time partners of an organization.

It’s a good practice to send a token thank you gift, such as a lapel pin or personalized address labels.

It’s imperative to make the donor feel that he or she is a partner in fulfilling your mission, not just a piggy bank for your organization.

Keep the message brief and to the point, WITHOUT asking for more funds. Remember that this letter is being sent to say "thank you" ONLY.

Below, you'll find sample donation thank you letters to get your creative juices flowing:

We are writing to express our deepest thanks for your recent donation to (Name of Organization). Generous gifts from donors like you provide the financial and and moral support needed to continue our mission.

With your faithful financial contributions over the years, you’ve demonstrated your deep commitment to our work of (work your organization does--feeding the hungry, providing shelter for the homeless, etc.)

Your support has repeatedly played a key role in our success in (a recent accomplishment of your organization--reducing illiteracy in third world nations, reducing crime in inner cities, etc.)

There is no way to fully express our gratitude for your loyalty. We at (Name of Organization) are continually inspired by the the dedication and generosity of donors like yourself who answer the call to give again and again.

It is our hope that this small gift of (name of gift--personalized mailing labels, lapel pin, etc.) will help to communicate our very big thanks for your generosity. We look forward to a continuing partnership with you.

Sincerely,