

# Your Thank You Letter Template

Your donors are special. Tell them with handwritten, personalized notes in the margin!

Today's date

Fname Lname  
StreetAddress  
City, State Zip

Does your letter pass the "I, me, mine" test? More 'you's' than 'we' or 'our'?

**Always personalized!** 'Dear Friend?' Fuhgettabaoutit!

Dear Fname,

Anne,  
Your support over the past few years has made such a difference! You're amazing.  
Jean

## Opening sentence/headline/paragraph. Make your donors feel the love!

*Sample:* You're making real change possible!

"Amazed. Inspired. Grateful. That's how your generosity makes me feel."<sup>1</sup>

"On Saturday 11 August, you made a decision to save someone's life."<sup>2</sup>

"Somewhere in Ireland, a child is calling for help And because of you, a caring voice answers."<sup>3</sup>



**Thank you!** Do you need to thank your donor for something specific? Have they made an "in memoriam" gift, responded to an emergency appeal or capital campaign gift? Reference the amount. Acknowledge any special instructions or previous gifts.

*Sample:* Your gift of \$75 in memory of Janna Johnson is truly appreciated.

**Show the impact of the donor's gift.** Be sure to tie the impact back to the original appeal.

*Sample:* Thanks to you, Destiny will be the first in her family to graduate from college.

**How will you be in touch in the future? Include a contact.**

*Sample:* If you'd like to stop in for a tour of our new kitchens, give Mary Q. Development a call at 555.555.5555 -- we'd love to get your feedback!

**Say thank you again.**

**Closing**

Warmly,  
In gratitude,

Jean Lancaster



Join us when the Power of Thank You reopens for registration in May of 2015! You'll learn how to cultivate an attitude of gratitude & create donor love systems that WOW!

**PS: Thank again...or use your PS for further engagement** - *Sample:* There's a new video online with a message just for you. Check it out at [www.xyz.org](http://www.xyz.org).

<sup>1</sup> Shanon Doolittle. <http://social.razoo.com/2012/07/22-delightful-ways-to-say-thank-you/>

<sup>2</sup> Dignitas International. <https://rickesh.wordpress.com/2013/08/22/creative-gratitude/>

<sup>3</sup> Lisa Sargent's Thank You Letter Clinic. <http://www.sofii.org/showcase-item?hall=274&id=68&pos=6>