

**1-Sheet Swipables:  
A Copywriter's Gratitude Grab Bag for You to Steal With Abandon.**

**A Note from Lisa:**

These simple swipables are **given with love and gratitude by me, to you**, for carrying the better thank-you torch to nonprofits around the world. You're free to adapt, steal, reproduce, share, or paper your kitchen with them. But for the sake of donors everywhere, please use them.

Here's to greater good! xLisa Sargent, International Fundraising Copywriter,

@lisasargent2 on Twitter, [www.lisasargent.com](http://www.lisasargent.com).  
For more, [visit my free clinics on SOFII](#).

**15 One-line thank-you letter leads:**

(I'm a fan of the one-sentence lead paragraph, because they work.)

1. You, wonderful you.
  2. What a remarkable thing you've just done.
  3. Today the world is a little brighter, because you cared.
  4. Thank you. *[note: we say not to open with thank you. But all alone, on a line by itself, it can be a good thing]*
  5. The healing starts with a tiny spark.
  6. Safe, loved, and happy. It feels like magic.
  7. Once, they had nowhere to turn.
  8. Their cheers are for you today.
  9. She stood alone, by the side of the road... and you were there.
  10. For turns of fate, and wonders of science, we thank you.
  11. I have so much to thank you for.
  12. Robots whir. Comets streak. Tide pools gurgle. [from SOFII clinics online]
  13. As the wind howls and the snow swirls, a warm, well-lit place appears.
  14. Gratitude. Generosity. Kindness. Love.
  15. Thank you for being their friend.
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## **11 Sign-offs that say more than sincerely:**

1. With all my gratitude,
2. For animals in need everywhere,
3. Thank you for your fighting spirit,
4. Yours in hope and thanks,
5. Here's to every tomorrow you bring,
6. Thank you with all my heart,
7. Deepest thanks for your generosity,
8. Thank you for fighting the good fight,
9. Keep the faith,
10. Thank you so very much again,
11. You're the heart of everything we do,

## **4 P.S. ideas to use again and again:**

1. Invite them to an upcoming event
2. Finish the rest of the story
3. Say when you'll be in touch next
4. Invite them to contact you with questions, and say how