

# **Lisa Sargent's Thank You Letter Template: Your Step-by-Step Guide to Writing Better Donor Acknowledgments**

[Your Masthead]

Name

Address1

Address2

City, State ZIP

DATE

Dear <<Name>>,

[Lead Paragraph] Here you'll write a 1-2 line paragraph that draws the donor in, other than "On behalf of..." or "Thank you for..." \_\_\_\_\_.

[Paragraph 2] If you haven't thanked above, you can here: "Thank you for your support."

[Paragraph 3] Here you'll write a few lines letting donor know the gift was received. Include the amount of donor's gift, date received by your organization, and that it's being put to good use.

[Paragraph 4] In this paragraph let donor know about all the great things s/he now makes possible – that is, how, specifically, you're using the gift. An easy way to begin is by saying something like, "Already, your gift is working wonders, providing everything from \_\_\_\_\_ to \_\_\_\_\_, and so much more. Thank you!"

[Paragraph 5] Close with another brief heartfelt thanks. Let them know how wonderful they are, how you couldn't do what you do without their generosity and kindness. 1 or 2 lines.

Warm Closing [such as "With my deepest gratitude," as opposed to "Sincerely,"]

President or CEO's name

Title, Your Organization Name

P.S. [Option1- here you can let donor know when you'll next update them on all they support, and how they can reach you. Example: "In the months ahead you'll receive our XYZ newsletter to update you on all the good work you support. Meanwhile, if you have questions, please call us at XXX-XXX-XXXX or email xxxxxx@yourorg." And... be sure to thank them one more time!

P.S. [Option2 – if you must include tax language, try putting it here, but position as a benefit. In this case you'll move the contact/update paragraph in sample PS above to the main body of the letter.] Example: P.S. To conserve resources, this letter serves as your official receipt.

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It confirms you haven't received any goods or services in return for your kind contribution, so please save this letter for tax purposes. You'll also continue to receive our NAME OF newsletter for another year, along with exclusive invitations to educational events. Thanks again, so very much.