Your Thank You Letter Template

Today’s date
Fname Lname
Street Address
City, State Zip
Dear :

Opening sentence/headline/paragraph. Make your donors feel the love!
Sample: “You’ve just done something remarkable.”1
“Amazed. Inspired. Grateful. That’s how your generosity makes me feel.”2
“Somewhere in Ireland, a child is calling for help And because of you, a caring
voice answers.”3

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 Jan 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,

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


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