

## Your Thank You Letter Template

Today's date

Fname Lname  
Street Address  
City, State Zip

Dear :

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

Always personalized. 'Dear Friend?' Never!



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

*Sample:* "You've just done something remarkable."<sup>1</sup>

"Amazed. Inspired. Grateful. That's how your generosity makes me feel."<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 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.

Handwritten cards, notes, or notes in the margin are always welcomed!

**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,

Jen Lancaster

Rachel,  
Great seeing you again! Thanks  
for your continued support.  
Jen

**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> Pamela Grow. <http://www.pamelagrow.com/7424/whats-inbox-dont-forget-thank-email/>

<sup>2</sup>Shanon Doolittle. <http://social.razoo.com/2012/07/22-delightful-ways-to-say-thank-you/>

<sup>3</sup>Lisa Sargent's Thank You Letter Clinic. <http://sofii.org/article/sample-thank-you-letters-for-you-to-swipe>