



## *Penning the Perfect Thank you Letter Cheat Sheet*

### ***Resources:***

[Lisa Sargent](#)

[Penelope Burk's Blog](#)

[Simple Development Systems](#) (Download my free report!)

[Lisa Sargent's Thank You Letter Clinic on SOFII](#)

[About.com](#)

[Lisa Sargent's Thank You Letter Checklist](#)

### ***Checklist***

Did you include:

- The donor's name, correctly spelled ("friend" is not a name :)
- The gift amount
- Specifics as to what their gift will help to accomplish
- A contact and a phone number
- A PS
- A reference to your website

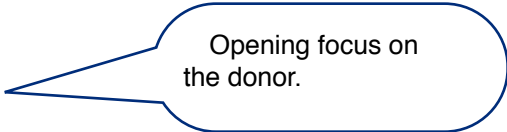
### ***Are you:***

- Updating your thank you letters regularly (at the very least for every appeal)?
- Remembering to [call donors](#)?

### ***Bonus Sample Thank You Letter***

Dear FirstName:

Thanks to you, Felicia is busy planning her future!

A blue-outlined callout bubble with a tail pointing towards the text "Thanks to you, Felicia is busy planning her future!".

Opening focus on  
the donor.

This year she'll be graduating from St. Joseph's University – the first in her family to graduate college. She's applied to nine medical schools with plans on becoming a pediatrician. It's looking like a bright future for a kid from West Philadelphia!

In 2001 when Felicia began the XYZ program, thoughts of becoming a doctor had never entered her head. Her parents had arrived in the United States from Jamaica. *"They've supported me in everything I've ever wanted to do,"* she told us, *"but they've never been to college."*

Your gift of \$XXX has helped to buy the books, pay the teachers' stipends and grow our summer programming - so that kids like Felicia have a chance.

Includes an individual story & reference to exact gift & what it's doing.

We can't wait to share the continued success of Felicia and the whole gang of XYZ students with you in our quarterly newsletter. In the meantime, if you would like to schedule a visit to see, firsthand, the difference your gift is making, please contact Mary

Development at 555.555.5555.

Tells the reader when they can expect to hear from you (& how) and offers a phone number and contact person.

Acknowledges donor loyalty.

Our sincere thanks for your support throughout the years.

Warmly,

Signed by the President of the Board (ideal)

John Q. Boardmember, President

PS: Don't forget to visit our website at [www.XYZ.org](http://www.XYZ.org) where you can sign up for free updates!

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