



Always lead with gratitude.

Dear [Name],

I can never thank you enough for your support of XYZ organization...

...but I can try¹.

As I was going through our records recently, I couldn't help but notice that you've been one of our most valued supporters over the years.

That's why, as the new director of development for XYZ, I wanted to reach out to you personally with my deepest thanks.

Because of you, there is hope.... [Follow with a paragraph about what their support is making possible].

You'll want this short impact paragraph to be as personal as possible. If the donor has supported a particular program, highlight it.

As you know, the support of friends like you is critical to our work. And, as a new member of XYZ, I'm committed to donor service, and gaining a true understanding our supporters. [Name], I'm eager to know why you care so much. If you can, please take a moment to respond to this letter by completing the enclosed short survey² and returning it in the self-addressed stamped envelope you'll find inside.

I'm honored to be working alongside XYZ and so grateful to know that we have the support of wonderful donors like you. Thank you for your time.

Warmly,

¹ Mercy Corps.

² Limit your survey to three questions tops and include enough space for writing. Alternatively you could also use this letter as a means to gain a meeting with the donor.