

Nonprofit Thank You Letter Template

Date

Does your letter pass the “I, me, mine” test? More ‘you’s’ than ‘we’ or ‘our?’

Addressblock

Dear Fname,

Always personalized. **Always.** No excuses.

Your tax information?
Remember, this is donor
love, not a receipt. 10 pt
type below the PS works!
Pam

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

Sample: You’re making real change possible!

“Amazed. Inspired. Grateful. That’s how your generosity makes me feel.”¹

“On Saturday 11 August, you made a decision to save someone’s life.”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 Janna Johnson is truly appreciated.

Show the impact of the donor’s gift. 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.

Every donor is special...**tell them!**
With hand-written personalized notes
in the margin, on the outer envelope,
on Post-its®

Closing

Warmly,
In gratitude,

Handwritten signature. Always.

Jan,
So great to see you last week!
We couldn't do this work without
you.
Hugs!

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.

¹ Shanon Doolittle. <http://social.razoo.com/2012/07/22-delightful-ways-to-say-thank-you/>

² Dignitas International. <https://rickesh.wordpress.com/2013/08/22/creative-gratitude/>

³ Lisa Sargent’s Thank You Letter Clinic. <http://www.sofii.org/showcase-item?hall=274&id=68&pos=6>