

Lisa Sargent's Thank You Letter Template: Your Step-by-Step Guide to Writing Better Donor Acknowledgments

[Your masthead]

[Merge Fields]

Name

Address1

Address2

City, State ZIP

DATE

Dear <<Name>>,

[Lead Paragraph] Here you'll write a 2 or 3 line paragraph that draws the donor in, other than "On behalf of..." or "Thank you for..." _____

[Paragraph 2] If you haven't thanked above, you can here: "Thank you for your support."

[Paragraph 3] Here you'll write a few lines letting donor know the gift was received. Include the amount of donor's gift, date received by your organization, and that it's being put to good use.

[Paragraph 4] In this paragraph let donor know about all the great things s/he now makes possible – that is, how, specifically, you're using the gift. A very easy way to begin this is by saying something like, "Already, your gift is working wonders, providing everything from _____ to _____, and so much more. Thank you!"

[Paragraph 5] Close with another brief heartfelt thanks. Let them know how wonderful they are, how you couldn't do what you do without their generosity and kindness. 1 or 2 lines.

Warm Closing [such as "With my deepest gratitude," as opposed to "Sincerely,"]

President or CEO's name

Title, Your Organization Name

P.S. [Use a PS in your thank yous.] Here you can let donor know when you'll next update them on the good work they support, and how they can reach you if they need to. Example: "In the months ahead you'll receive our XYZ newsletter to update you on all the good work you support. Meanwhile, if you have questions, please call us at XXX-XXX-XXXX or email xxxxxx@yourorg." And... be sure to thank them one more time!