



Tips to Writing a Good Thank You

What makes a good thank-you letter?

Every first time donor to your organization should receive seven thank-yous for their gift. You want to affirm the decision they've already made to support you, and you want them to know how much you truly appreciate their support.

But what makes a good thank-you letter? Whether you're drafting a letter that will accompany an official receipt that could be used for tax purposes or you're writing a copy for a thank you letter that will be signed by a president, executive director, board chair, or a volunteer, here are some tips to keep in mind.

1. The letter is from one person to one person (or, perhaps to a married couple). No "Dear Friend."
2. Be conversational. Your donors are your friends. Write like you're writing to a friend.
3. Add a handwritten PS. In some cases, just writing the words, "Thanks again!" by hand would be enough. Or use the PS to give the donor your cell phone number or suggest you get together for lunch.
4. When possible, write out your donor's address on the mailing envelope by hand. When that's not possible or practical, write your name in your own hand by your organization's name in the area by the return address. This will signal to the donor that this is a more personal communication, not something every donor or prospective donor is receiving.
5. "Donation" doesn't feel warm and fuzzy. Don't thank people for their "donation." Thank them for their *"gift."*
6. Tell people that their gift is making a difference. *"Your gift will help us ensure that all kids in our community have a safe place to go after school where they'll be surrounded by people who love them and want to help them be successful..."*
7. Tell the donor how their gift is making a difference. What it means to our

community, our country, our world, future generations.

8. Tell people how much you appreciate their support. *"I hope you know how much we appreciate your support."*
9. Tell them the esteemed society their gift has placed them in. Tell them about all your other donors and how their support now ushers them into this very admirable group of people.
10. The tone of the letter should match the tone of the organization and/or person signing the letter. It should sound like you.
11. Invite the donor to reply and let them know you're there for them if there's anything you can do for them. Include a direct email and/or direct phone number.
12. Don't ask for another gift. Simply say thank you.
13. A good thank you letter will make reference to....
 - "Your gift..."*
 - "Your support..."*
 - "Your generosity..."*