

# THANK YOU NOTE\*

## DESCRIPTION

Settle in a quiet place and think of one life changed by the gift you're acknowledging.

The salutation and postscript (P.S.) are the most read part of a solicitation letter. Get their name right and have a tidbit of time-sensitive info for your P.S.

If you know the donor you're thanking, call their image to mind. If not, think of someone you love and write as if to them. It will give your language extra warmth.

## SAMPLE: Thank You Note

Dear Ava,

Thank you so much for your gift of \$100 to the Spirit Center.

Visiting the Center last week made me so grateful to you for making its serenity, outreach and spiritual guidance possible. The land, with its stubby fields, sleeping woodlands, and wood smoke-sharpened air, soothes all who find their way there.

Last summer our farm manager, Mariyah, helped refugees set up a Halal community garden. The children swarmed around her, carrying dirt and watering their own little muddy patches. A 5-year-old clung to her mother and wouldn't participate until Mariyah put a bean in her hand. Twenty minutes later, this shell-shocked child had released her mother and was solemnly planting her seed with the other children. Amazing.

I'll be driving up for the winter retreat on February 7<sup>th</sup>. Can you join us? I'd love to introduce you to our Executive Director, Serena, and could give you a lift. Just let me know.

Once again, thanks so much for your generosity, for supporting our peace-making and for helping feed and shelter refugee families who have suffered so much.

Sincerely yours,

Susan Callaghan



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## ACTIVITY: Write One Evocative Thank You Note

Dear [Donor Name]:

Thank you so much for your gift of \$X to XYZ Nonprofit. As I write, I can recall [the beneficiary of this gift] vividly, because I visited XYZ Nonprofit just [this morning, last week]. As I approached the [X Facility], I experienced [describe the setting, paint a picture, colors, smells, temperature, sounds, textures, etc.].

I wish you could have seen [describe your personal experience of their gift's impact]. I would be happy to [offer an engaging activity, such as a behind-the-scenes tour] when next you [are in town, visit XYZ Nonprofit.]

Once again, thanks so much for your generosity, and for making [reiterate specific impact] possible.

Sincerely yours,

[Name, Position],  
XYZ Nonprofit

P.S.: [Add something specific of interest with a date/time and way to RSVP]

[If you need inspiration, see a sample on the next page of this PDF.]

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