

Thank-you letters from Lee: Sample no. 2

Cancer Foundation WA
Thank-you letters

August, 2000

Dear (name),

If you stopped to think about it, selling daffodils seems a daft way to raise funds but, as your gift demonstrates, the power of a flower is wonderful. (1)

Fortunately, we don't stop, nor can we as we are receiving hundreds of gifts every day including one from you. (2) Thank you, we do appreciate your support and especially the promptness of your response.

Be assured, Daffodil Day (3) is a most serious fundraising event for the Cancer Foundation of WA. We expect to raise around \$400,000 – an amount that will help fund our research and will help us care for those for whom any cure is too late. (4)

Once again, our thanks for your gift of \$XX. Your receipt is attached. (5)

Yours sincerely,

Mike Daube
Chief Executive Officer (6)

Lisa's comments:

- 1) '...the power of a flower' is a terrific lead; also note how Lee links it to the donor, in 'as your gift demonstrates'.
- 2) Here I would tread carefully as this may make donors think Cancer Foundation WA is awash with funds: 'hundreds of gifts every day...'
- 3) Bravo! Lee's thank-you letter clearly refers to the appeal to which the donor has given and in the next sentence lists a monetary goal.
- 4) As many supporters of fundraising events or campaigns like these are often donating for the first time, or may only have a passing interest to the associated charity, it would be a good idea for this thank-you letter to say more about the type of research carried out by the Cancer Foundation WA and the care it provides. Also, it is always a good idea to say when the donor will next hear from you, with a campaign update in this case.
- 5) Excellent reference to receipt as a way of 'guiding' reader.
- 6) Superb choice of highest-level signatory.