

Thank-you letters from Lee: sample no. 1

Parkinson's WA

Draft thank-you copy for gifts given by members/clients, June 2008
Version 1

(1)



Dear Mrs Donor,

Saying "thank you" in response to the gift we have just received should be an easy task, but always I find it difficult and not for reasons of embarrassment.

My task is to convey to you how much your gift means to us, to the work we do and the people who live with Parkinson's. You see just one gift whereas we see many, this one from you plus gifts from a great many others that all together will enable us to do so much more.

Henry Ford was right when he said, "Coming together is a beginning; keeping together is progress; working together is success" to which I would add, "...and your giving smoothes the way." (2)

Thank you, we value your support more than you can imagine. A receipt for your gift of \$XX (1) is attached. May there be many more. (3)

With kind regards,

Brenda Matthews
Manager

P.S. Another area where you might also be able to help is to leave a bequest that could transform our efforts to find a cure or help develop better treatment regimes.

All it takes is to update your will and include a bequest to Parkinson's WA.

If we can help you decide such matters or to help you arrange to update your Will, do please call me anytime. (4)

Lisa's comments:

1) I suggest including two dates on all your thank-you letters: the date you wrote the thank you and the date your charity received the gift, as in 'your gift of £25 was received on 21/6/10...'

2) Be sure to say how the gift is being/will be used and when you'll next send an update to the donor. In this paragraph you might expand on the theme of how much the gift means, because it will accomplish so much and then describe exactly what it will do.

3) Lee's letter has a warm, personal, one-to-one feel, precisely what you're striving for in a thank you.

4) I'm not a fan of additional asks in a thank you. But I will say that if this was to long-time supporters, Lee does a fine job of positioning this as an additional bit of helpful information for the donor. Be sure to add the phone number too '...please call me anytime, at XXX-XXXXX'.