# **Thank You Letter — Arts**

This is a thank you letter intended to be sent to donors after they’ve made a significant gift.

Customize with the name of your organization and details about your mission in the appropriate bracketed areas. You should include links to your planned giving webpage if applicable. We also suggest including an emotional story, or a heartwarming success story about someone your organization has helped. Keep it short.

For even more impact, include a few pictures of the work your donor’s gift has made possible.

IMPORTANT:

[BRACKETED AREAS] need to be personalized.

Hand-sign this letter in colored ink.

If possible, add a handwritten P.S.

Keep in mind the time of year this is sent out and customize accordingly.

Customize the type of gift accordingly – a gift in a will, an annuity, etc.

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Dear [DONOR FIRST NAME],

I wanted to take a moment of your time and express my sincere gratitude for the difference you’re making here at [YOUR ORGANIZATION NAME]. Your generous gift is changing lives; bringing hope where it’s needed most; and [EXAMPLE SPECIFIC TO YOUR MISSION].

The arts enrich our lives by inspiring us, and by helping us to make sense of the world around us. Art breaks down cultural and emotional barriers to show us a clear path forward. It can be the catalyst we need to take action, or simply a window that allows us a glimpse into another world. Quite simply, the arts matter because they show us why *we,* as individuals, matter.

At [YOUR ORGANIZATION NAME], we believe that [DESCRIBE YOUR MISSION].

And because of your gift, [DONOR FIRST NAME], we can continue our mission for generations to come.

Thank you for including a gift to [YOUR ORGANIZATION] in your will. I want you to know that you are truly having a positive impact on the world.

Yours in gratitude,

[YOUR NAME]

[YOUR ORGANIZATION AND YOUR TITLE]