# Thank You Letter — Assisted Living, with Intro

This is a thank you letter intended to be sent to donors after they’ve made a significant gift, and introduce them to planned giving.

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.

Dear [DONOR],

The other day I stopped at a red light that happened to be right in front of one of our [ASSISTED LIVING FACILITIES]. Five or six of the residents were sitting on the front porch, enjoying the warm spring sunshine. Just as I glanced over, two women tipped back their heads and burst out laughing, and I couldn’t help but smile.

The light turned green, and I drove on my way feeling very grateful — grateful for this [FAITH-BASED PROGRAM], grateful for the hope, healing, and compassionate care we are able to provide to people in communities all over [LOCATION], grateful for the warm spring day. And grateful for you! Your generous support through the years has helped [PROVIDE HEALTH CARE SERVICES, PURCHASE NEW EQUIPMENT, AND RENOVATE PATIENT CARE FACILITIES].

We have grown to be the [LARGEST ASSISTED LIVING PROVIDER IN THE STATE], known for our high standards of excellence and our [HOLISTIC APPROACH TO HEALTHCARE] — and we couldn’t have done it without you! Thank you.

I’m writing to let you know about an exciting opportunity to make an even *bigger* impact on the future of [ORGANIZATION] than you may have thought possible. There are ways to make a planned gift to [ORGANIZATION] that will:

* Allow you to make a donation far bigger than you may have imagined
* Cost you nothing during your lifetime
* Establish [ORGANIZATION] as part of your legacy
* Take nothing away from the provisions you’ve made in your will for family and loved ones
* Be absolutely transformational for many years to come

I’m not talking about increasing what you give annually, either. In fact, some of the gifting tools I want to share with you would earn *you and your loved ones* steady, lifetime income.

You’ve probably already heard of planned giving — making a gift through your will or trust. And I realize that some people hesitate to talk about wills and retirement plans, or find them boring at best. But I promise this won’t be uncomfortable, because I want to discuss simple, powerful ways that you can help us achieve our goals, while also achieving your own goals and building your legacy.

I would love to have a personal conversation with you and tell you about some of our goals and dreams for the future, as well as discuss options for making a planned gift to [ORGANIZATION]. Our conversation will be just that — a conversation. No sales pitch, no pressure, nothing too technical. Just a chance to envision where [SENIOR CARE IN OUR COMMUNITY] is headed, and how you can be a part of shaping it.

Would you kindly take a moment to return the enclosed reply card? I’ll be in touch to set up a time to talk.

With gratitude,

[YOUR NAME]

[YOUR ORGANIZATION AND YOUR TITLE]