# Thank You Letter, discovery; general ways to give

This is a thank you letter intended to be sent to potential donors to 1) discover if they’ve already made a planned gift 2) encourage them with examples of planned gifts they could give.

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 that donors’ gifts have 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],

We can’t thank you if we don’t know …

Are you our Secret Admirer? Have you made a gift to [ORGANIZATION] in your will or estate plan? If so, please tell us about it. We can shout it from the rooftops — or keep it quiet if you wish to remain anonymous. Either way, knowing about your plans allows us to express our appreciation and ***prepare for a stronger future.***

Perhaps you’re thinking about making a gift from your estate plan to [ORGANIZATION], but don’t know how to start or what kind of gift might be most mutually beneficial? We can help with that, too: Just give us a call and we’ll be glad to walk you through it. Or you can visit our page on [**Bequests**].

**Here are some Simple Ways to Leave Your Mark on the Future:**

* Give Life Insurance you no longer need
* Make a gift from your will or trust
* Donate appreciated stock (and save on taxes!)
* Consider a gift of real estate
* Make a gift that gives *you* fixed payments for life
* Make a gift that protects your assets

Your support and legacy gifts allow us to continue the good work that you’ve entrusted us to do for many years to come.

PS: We admire you back! No secret about it.

PLEASE TELL US ABOUT YOUR GIFT.

Yours in gratitude,

[YOUR NAME]

[YOUR ORGANIZATION AND YOUR TITLE]