# Thank You Letter — Education

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.

[DATE]

Dear [DONOR FIRST NAME],

We are so grateful for you. I would appreciate a moment to tell you about the difference you make here at [YOUR ORGANIZATION NAME].

The other morning as I walked across campus toward my office, a small group of students at a picnic table caught my eye. I wasn’t close enough to hear the subject matter, but I could tell from their animated expressions, hand gestures and the books and papers scattered across the table that it was an intense discussion. I paused for a moment to watch them and tried to imagine which of our instructors might be responsible for the debate.

I continued toward my office feeling deeply grateful. Grateful for this campus. Grateful to work at a place where young minds are challenged, opinions are formed, and life paths are set. **Grateful for *you.***

[YOUR SCHOOL NAME] trains the future leaders of our community, our nation and our world. I believe the future will be brighter because of our students. ***And you are helping to make that possible.***

Thank you for including a gift to [YOUR SCHOOL] in your will. I want you to know you are an important part of our history — and our future.

Yours in gratitude,

[YOUR NAME]

[YOUR SCHOOL AND YOUR TITLE]