# Thank You Letter — Environment

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],

I’m writing to thank you personally for your very generous gift. Your support means so much to all of us at [YOUR ORGANIZATION NAME]!

Some days, it seems like the environment just can’t catch a break. Air and water quality standards have been relaxed. Plastic pollution is showing up in the farthest reaches of the earth. Thousands of species are near the brink of extinction.

But despite all this, there is a silver lining that gives me hope, [DONOR FIRST NAME]: people like you.

Your commitment to [YOUR ORGANIZATION NAME] is allowing us to right some of these wrongs by [EXAMPLES OF WHAT GIFT IS BEING USED FOR]. It’s providing hope for the future — and for that, we are all extremely grateful.

At [YOUR ORGANIZATION NAME], we’re committed to [STATE YOUR MISSION]. ***You are helping to make that possible.***

Thank you for including a gift to [YOUR ORGANIZATION] in your will; for being such a valuable part of our family; and for taking a stand with us today as we work toward a brighter, more sustainable tomorrow.

Sincerely,

[YOUR NAME]

[YOUR ORGANIZATION AND YOUR TITLE]