# Thank You Letter — Health Care, 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 FIRST NAME],

From the bottom of my heart, thank you.

Over the years, [ORGANIZATION] has grown to become the [PRIMARY] [HEALTH SYSTEM] in the [REGION]. Everyone in [LOCATION] knows the name “[ORGANIZATION].”

That’s in no small part because of your generosity, [DONOR NAME]. And because of that generosity, I know *your* name. And I know that your support through the years has helped make us what we are. Your gifts have provided state-of-the-art [HEALTHCARE] services, purchased [MEDICAL EQUIPMENT], and [RENOVATED PATIENT CARE FACILITIES]. We’re so grateful for all that you do.

And now we’d like to do something for *you.*

I’ll be completely honest — it would benefit both of us. But after all you’ve done for [ORGANIZATION], I think it’s time you had the chance to get something back, too.

 Can we schedule some time to have a conversation? I want to share a few strategic and creative giving tools that would not only provide significant tax benefits for you and your heirs, but enable you to [SUPPORT COMPASSIONATE, HOLISTIC HEALTHCARE] in your community in a *far more significant way than perhaps you ever thought possible.*

And 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 achieving your own goals and building your legacy.

When can we talk? Our conversation will be just that — a conversation. No sales pitch, no pressure, nothing too technical. Just a chance to envision where healthcare 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.

Gratefully yours,

[YOUR NAME]

[YOUR ORGANIZATION AND YOUR TITLE]