# Thank You Letter — Historical Society

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 wanted to take a moment of your time and express my sincere gratitude for the difference you’re making here at [YOUR ORGANIZATION NAME]. Your generous gift is not only helping us to preserve history, it is helping us to give future generations a chance to study and understand it, too.

I was looking through our collection a little while ago, and it struck me that the careful work it takes to collect, catalog and interpret the past is also an important part of understanding and navigating the future — and that sums up why I’m so passionate about what we do. As the saying goes, “Those who ignore history are destined to repeat it.”

As you know, [YOUR ORGANIZATION NAME] is committed to [DESCRIBE YOUR MISSION]. All this takes time, commitment, funding, and an expertise that’s hard to find. Thanks to you, we’ll be able to continue this important work for generations to come. In fact, your generous gift has secured your own place in history, and has become a permanent part of your legacy.

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

Yours in gratitude,

[YOUR NAME]

[YOUR ORGANIZATION AND YOUR TITLE]