# Thank You Letter — Social Services

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 helping us to change lives; to bring hope where it’s needed most; and to [EXAMPLE SPECIFIC TO YOUR MISSION].

I was talking recently with some members of one of the families we serve, and I was humbled by what they told me. “We’re so grateful. We didn’t know where to turn,” the mother said. “And it sure wasn’t easy to ask for help. We’ve always been independent, and we’re proud of that. But after my husband got sick …” Her voice trailed off, and her eyes welled up with tears. Then she simply hugged me. “Thank you,” she said when she pulled back, smiling. “It means so much to know that people care.”

I had a lump in my throat for the rest of the day. Her story, and others like it, sum up why I’m so passionate about what we do here at [YOUR ORGANIZATION NAME].

[DESCRIBE YOUR MISSION] takes time, commitment and funding — and none of it would be possible without people like you, [DONOR FIRST NAME].

Thank you for including a gift to [YOUR ORGANIZATION] in your will. I want you to know that you are truly making a difference in the world, and that you are an important part of *our* family.

Yours in gratitude,

[YOUR NAME]

[YOUR ORGANIZATION AND YOUR TITLE]