# Thank You Letter — Veterans 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].

Our veterans face an enormous number of challenges when they come home. Some have trouble adjusting to civilian life and struggle with mental health issues such as PTSD and depression. Still others are seeking a way forward as they recover from disabilities suffered in service to their country. There are financial hardships; emotional issues — even navigating the path to a new career can be a struggle.

But thanks to people like you, there’s hope. Your gift is helping us to [DESCRIBE YOUR MISSION] — and it will allow us to continue our work for generations to come.

Our veterans deserve our respect and gratitude for protecting our country. You deserve our respect and gratitude for helping us to make a difference in their lives, [DONOR FIRST NAME]. What we do would not be possible without people like you.

Thank you for including a gift to [YOUR ORGANIZATION] in your will. I want you to know that you are truly making a positive impact.

Yours in gratitude,

[YOUR NAME]

[YOUR ORGANIZATION AND YOUR TITLE]