# Thank You Letter — Conservative Think Tank

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 personally thank you for your generous gift. Your support means so much to all of us at [YOUR ORGANIZATION NAME].

Some days, it seems like threats to our freedoms and traditional American values are coming from all sides. Entitlements bloat our government, and free enterprise is under attack.

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]. And for that, we are extremely grateful.

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

Thank you for including a gift to [YOUR ORGANIZATION] in your will, and for standing side by side with us as we fight for traditional American values. Your support will help us continue to bring sensible policy solutions based on conservative principles to our elected officials.

Yours in freedom,

[YOUR NAME]

[YOUR ORGANIZATION NAME AND YOUR TITLE]