# Thank You Letter — Liberal 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].

As you know, we’re dedicated to [STATE YOUR MISSION]. Your support comes at a time when we need it most: The very wealthy and large corporations hold an unprecedented amount of power over the rest of America. Regressive ideologies and relentless attacks on science and the media have left our nation — and our ideals — vulnerable.

But people like you, [DONOR FIRST NAME], give me hope for a better future.

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.

Thank you for including a gift to [YOUR ORGANIZATION] in your will, and for standing with us as we work to bring our country back to being governed by the people, for the people.

Sincerely,

[YOUR NAME]

[YOUR ORGANIZATION NAME AND YOUR TITLE]