



Localgiving

4 tips on writing a thank you letter

1. Reference their gift

Be specific about the amount they donated or the gifts they gave/time they volunteered.



2. What difference has it made?

Explain how their donation/time has helped your beneficiaries. Try referring to the beneficiaries rather than your charity.



3. Tailor the message

Think about the following questions:

Have they given before?
Do they give regularly?
How large was their donation?
What was the motivation behind donating? i.e. In memory, supporting a friend, fundraising page, attended an event?



4. Sign it appropriately

Make the supporter feel you have acknowledged the size of their donation
Eg. A manager signs off a £50 donation, whereas CEO signs off a larger donation.

How about asking a beneficiary to sign or even write the thank you message?



Example message

Dear Rachel,

Thank you for your generous gift of £50. Your donation went towards our new bus which now transports 10 older persons to our lunch club each week! Without your donation, we may not have been able to purchase our bus and many of the people using it would be left home and alone.

Your continued support towards our cause would be highly valued and we look forward to keeping you up to date with our latest projects.

Warmest Regards,

John Smith, Manager



Any questions? Please call Localgiving's help desk on 0300 111 2340 or email help@localgiving.org and we will be happy to help.