

Common themes for well-written thank you letters or solicitation letters:

- Be specific about the impact of the donation and what it will be used for
- Send letters out within 1-2 days of a donation
- Make it personal (this is difficult with thousands of letters to send)
- Keep it short, but give special thanks to recurring donors
- Include a real signature
- Keep thank notes and receipts separate
- Ask donors to share donation on social media
- Use greeting cards
- Create a video message
- Change up the opening; instead of “thank you...” say “you made my day!”
- Include photos of success, or of team members the donation impacts
- Tell a story (great example of a letter with a story)
- Include stories from program participants