



## Tips for Legacy Thank You Letters

### Content

- Grabs the reader's attention in the opening sentence
- Communicates the excitement, gratitude, and inner warmth of the writer
- Makes reference to the intended use of funds
- Does not ask for another gift, continue to "sell", or ask the donor to do anything
- Acknowledges the donor's long time commitment
- Tries to capture the spirit of the donor when the donor wrote the check or made the commitment
- Overall "can do" positive tone as opposed to a hand wringing one

### Technical

- Letter, preferably hand written
- Concise – no more than 2 short paragraphs
- Speaks directly to the donor
- Personally addressed
- Personal salutation (no "dear donor")
- Personally signed by someone from the highest ranks of the organization
- Includes the name and phone number of staff to contact at any time or an invitation to contact the writer directly
- No spelling or grammar errors
- Received by the donor promptly