

How to Create a Power-Packed Thank-You Letter

Posted on [March 7, 2017](#), updated on [March 7, 2017](#) by [Sandy Rees](#)

<http://getfullyfunded.com/create-power-packed-thank-letter/>

Thanking donors is **THE** most important step in fundraising.

Get this one right, fundraising gets easier.

Mess it up and you'll eventually lose the donor.

Unfortunately, most nonprofits view thanking donors as an afterthought instead of treating it with the importance it deserves.

And that can kill your ability to keep good donors who love the work your nonprofit is doing.

Think about it: have you ever had a friend that the only time you heard from them was when they wanted something? How about one that mooches all the time and never says "thank you"?

Don't be that person to your donors.

Truly, if you aren't thanking donors well, you run that risk.

Great if you're sending a thank-you letter. But if it's stale and boring, it isn't accomplishing much. Or if it takes you forever to get it to the donor, it doesn't mean much, either.

Your thank-you letter plays an important role in fundraising that you can leverage to build relationships or ignore and suffer the consequences.

Cycle of Giving

You need donors who give because they love the work your nonprofit is doing.

This is called transformational giving because it transforms the donor's life as well as the lives of those you're serving.

In order to keep those donors giving you must complete the Cycle of Giving.

There are two parts to the Cycle of Giving.

In part 1 (on the left side of the cycle), the donor gives you money.

In part 2 (on the right side of the cycle), you thank the donor and the cycle is complete.

You must complete the cycle by thanking the donor before the cycle can begin again.

In other words, you need to thank your donor well before they'll feel like giving again. Make sense?

And a stale, boring, predictable, slow thank-you letter doesn't cut it.

Oh, it may work for a little while, but I guarantee you that your donor is starting to slip away because they don't feel appreciated and needed.

How do you prevent those donors from slipping away? Simple. Improve your thank-you letter. Make it a Power-Packed Thank-You letter.

The Power-Packed Thank-You Letter

Your thank-you letter has two purposes:

- 1. Acknowledge the donor** for their gift
- 2. Make them feel good** about giving

If your letter doesn't do these two things in as few words as possible, you need a new letter.

So, what does an awesome thank-you letter look like?

Here's what the letter says:

"What does it mean when we say you've changed a life?"

For racing greyhounds, it means they can leave the racetrack behind and begin their journey to a forever home. Your gift of three sets of quilted dog crate pads is very much appreciated and helps free up funds that can be used for emergencies or veterinary bills for those greyhounds that need extra care.

Tahoe is one of those greyhounds. He is going blind. The good news is that Tahoe is not in any pain. He is playful and friendly. The bad news is that his condition has no cure, and he will

completely lose his sight.

But, because of your donation, Tahoe will be cared for at Fast Friends for as long as it takes to find his perfect home. You have truly changed his life.

While not every greyhound has a condition like Tahoe, each one needs special care before being ready to go home with a forever family. Some greyhounds come to us with track injuries. Others are very shy. Still others need some time to adjust to a life away from the track.

You are changing each one of their lives with your gift, and we are so grateful for your support.”

Nice, huh?

This letter doesn't go into detail about the nonprofit's programs. It doesn't tell the long history of how they've grown. It doesn't spew mind-numbing facts and stats about the need and their accomplishments.

What it does do, really well, is make the donor the hero. It tells the story of one life being saved. And it tugs on the heartstrings to make the donor feel really good about giving to this nonprofit.

In fact, the letter made this particular donor feel so good that she shared it on Facebook!

THAT'S what we're looking for!

This Power-Packed Thank-You letter accomplishes its two purposes:

1. Acknowledge the donor for their gift – you'll find the specific language in the 2nd paragraph, along with how that gift will impact the organization's ability to fulfill its mission.

2. Make them feel good about giving – if the story of the dog going blind doesn't tug at your heartstrings and make you feel good about giving, there's something wrong with you. Or maybe you're just not a dog person.

Create your own Power-Packed Thank-You letter

So how do you create your own Power-Packed Thank-You letter?

1. Start by reviewing your current letter. Does it meet the two purposes? Does it make you feel good as a donor?

2. Ask a few of your donors for feedback on your letter. What do THEY think? Their thoughts are more important than yours on this issue! Be ready for some constructive criticism, especially if your letter is underwhelming them.

3. Revise your letter to make it more heartwarming. Rewrite your letter using the [Kitchen Table technique](#), which makes it much more friendly and conversational.

4. Commit to getting it out the door FAST! Your letter should leave your office within 48 hours from the time you receive the donation. If the donation comes in from an online source, the thank-you should go out immediately. If your timing is different, go fix it. Now.

Upgrade your Thank-You letter and watch your donors become more loyal and your fundraising revenue go up!

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