

Suggestions for effective thank you letters

Brothers and sisters in Delaware:

It has been suggested that for every gift received by any non-profit, there should be at least eight different ways to say thank you. For churches, that may take any number of forms.

- The GROUP thank you during a service
- Blessing the pledge cards at the end of the Annual Giving Campaign
- Reports to the congregation from ministries who are positively impacted
- Reports to the congregation from NEW ministries which were funded
- The personal thank you note/email
- A thank you note when pledge envelopes are made available
- A thank you when quarterly/annual statements are sent
- A phone call for particular generosity or a specific gift for a specific ministry

Whatever works best for your parish, the communication may be made by the chair of your stewardship team, the parish treasurer, the rector, the senior warden, the pledge monitor (if you have one) or some other person involved in your giving process.

Here are some suggestions which may be useful to you as you craft your thank you letters – and we will also have a sample Thank You letter to give some of these ideas context. The letter should be personal, not generic. It should be concise – not long. It should focus on the donor, not the gift. It should be personally signed. It can tell how the funds will be used. It should be 100% gratitude and 0% continued ask. It should not have a gimmick, or a P.S. **One caveat: If the initial letter is to serve as a statement of the gift given (i.e. a gift of \$5,000.00 for the year 2021, paid monthly), then that should go at the bottom of the letter below the signature, and not be part of the thank you itself.** You should not continue to ‘sell’ your ministries. It should be written within 48 hours of the receipt of the gift. And finally, it should not be the same each time – mix it up a little.

Depending on your congregation, you can send hand written, or typed, notes – or emails. Only you know what’s best for your parish.