

Donor Thank-You & Stewardship Notes: Tips and Samples

This guide offers sample donor thank-you notes and practical tips to keep your gratitude fresh, heartfelt, and effective.

Tips & Tricks for Writing Donor Notes

Make It Personal — Even When You Haven't Met

- Use the donor's first name and refer to their giving.
- Mention the specific program or impact area their gift supports, if applicable.
- If you don't know them, connect through shared purpose or mission.
- Reference upcoming events or opportunities to connect.



Lead With Gratitude, Not Mission

- Start your note with thanks, not an update.
- Gratitude feels more genuine when it's immediate and personal.

Keep It Simple and Warm

- 3–5 sentences is enough for most handwritten notes.
- Avoid jargon and formal language; use a conversational tone.

Show the Impact

- Tie their gift to tangible outcomes or momentum.

Example: 'Because of your support, 50 acres of wetland habitat will be restored this spring.'

Vary Your Voice

- Rotate tone: impact-focused, personal, mission-centered, or emotional.



Handwritten = Heartfelt

- Handwritten notes stand out and feel genuine.
- Use simple, high-quality stationery.



Timing Matters

- Send notes within 48–72 hours of receiving the gift.
- Follow up later with updates or photos.

Include a Human Touch

- Sign with your real name; add a short personal line.
- Use blue ink for a friendly, authentic feel.

Balance Frequency & Substance

- Reach out at least 3 times per year in non-ask ways.
- Ideas: spring card, mid-year photo, annual reflection note.



Stay Mission-Centered, Not Transactional

- Avoid repeating gift amounts; emphasize partnership and impact.

Collect and Reuse Great Language

- Keep a shared document of strong phrases and examples.
- Rotate language periodically for freshness.

End With a Connection or Blessing

- Use closings like '*With gratitude*,' '*Warmly*,' or '*In partnership*.'



Go Beyond the Thank-You

- Send stewardship touches: photos, updates, quotes, or cards.

Sample Thank-You Notes

For Donors You've Met Personally

- It was such a pleasure meeting you at [event/place]. Your passion for [cause] truly shines through. Thank you for your generous support — your gift is already helping us [brief example of impact]. I look forward to staying in touch and sharing more progress soon.
- I left our conversation feeling inspired by your commitment to [shared value]. Thank you for partnering with us to make [specific outcome] possible. Your support fuels everything we do.
- I'm so grateful for the time you took to connect recently. Your insight and generosity are both deeply appreciated. Thanks to you, we're able to [insert impact]. I hope we'll have another chance to talk soon.
- Seeing your enthusiasm for [specific project] reminded us why this work matters. Thank you for bringing your heart and resources to the table — we're stronger because of your partnership.



For Donors You Haven't Met Yet

- Though we haven't had the chance to meet yet, I want to personally thank you for your generous gift. Your support helps protect [cause/mission] and ensures that this work continues for generations to come.
- Your belief in [organization's mission] means the world to us. Even without meeting in person, please know that your generosity has real, tangible impact — from [example] to [example]. Thank you for being part of this effort.
- Your generosity speaks volumes about your care for [cause]. I hope we'll have a chance to meet soon — in the meantime, please accept my heartfelt thanks for standing with us in this important work.
- Every day, your gift helps make [specific impact] possible. Though we haven't yet had the opportunity to connect, I want you to know how deeply your support is appreciated by all of us at [organization].
- I wish I could thank you in person — your contribution is making such a difference for [beneficiaries/community]. We're grateful for your partnership and hope to meet you at a future event.



For Repeat Donors or Ongoing Supporters

- Your continued support over the years has been a steady source of strength for our work. Whether or not we've met in person, please know that your generosity is noticed and cherished by our whole team.
- Thank you for being such a steadfast supporter of [organization]. Your ongoing gifts tell us how deeply you believe in this mission — and we're honored to carry this work forward with you.
- Your loyalty inspires us. Knowing that we can count on you gives us the confidence to plan boldly and act decisively for [cause]. Thank you for being such a trusted partner.

For Major Donors You Hope to Engage Further

- Your generosity is making an incredible impact. I'd love to share more about how your gift is being put to work — perhaps over a brief call or coffee when your schedule allows.
- We're so grateful for your support and would love the opportunity to connect in person when the time feels right. Your perspective and passion for [cause] would be invaluable to us.
- Thank you for your meaningful contribution. It would be wonderful to meet you someday and show you firsthand the difference your generosity makes. Until then, please accept our deep gratitude.

Evergreen Thank-You Lines

- Your generosity keeps this work alive — thank you.
- We're honored to have your partnership in protecting what matters most.
- Your support is a quiet force for good — we're deeply grateful.
- Because of you, hope grows stronger every day.
- Your kindness fuels change — thank you for believing in this work.

