

THANK YOU LETTER EXAMPLES

When it comes to thank-you notes: it is NOT about you, and it is ALL about them. With fundraising, the donor needs to feel like they are the one that is curing cancer, treating patients, etc. The more you can use the word “you” to show them the impact that they are having and make that impact tangible for them, the better. This flips the gift from a gift of loyalty, to a gift of passion – which leads to repeat giving and giving at higher levels.

Matching Gift Thank You Letter Example DURING THE 7 WEEKS

Dear _____,

I wanted to sincerely thank you for supporting my campaign for Student Visionaries of the Year benefiting The Leukemia & Lymphoma Society. As you know, I got involved with this campaign because: (insert personal mission connection/reason for joining SOY here – if don’t have a personal mission connection to a blood cancer, tie in our honored hero – he is similar in age to you – make his story relatable to you and personal).

I cannot thank you enough for all of your support. Not only have you supported me financially, but through _____ (have they sent emails for you? Connected you to other people? Shared your link on social media? Etc.). Because of your donation LLS is able continue their life-saving research and support cancer patients and their families. They are counting on us now more than ever.

One day, we will wake up to headlines that read, “Cancer Cured!” and because of your support, you will know that YOU were a part of that! Children are getting cured because of your support. Other types of cancers are getting better treatment because of your support.

Again, thank you so much for supporting our campaign. We have _____ weeks left of the campaign and are working tirelessly to not only reach, but exceed our goal of _____.

Filled with Gratitude,

Your name

PS: if your company does do matching gifts and you’d like to double your impact, please let me know!

Thank You Letter Example - To Donors from the Candidate(s) POST CAMPAIGN

Dear Friend,

My campaign for The Leukemia & Lymphoma Society's Student Visionaries of the Year has been an exciting experience that combined fun and passion to make a difference for people touched by cancer! *< Candidates briefly summarize their experience over the past 7 weeks >*

I want to say THANK YOU for supporting me and my team. My Student Visionaries of the Year campaign was about making an impact in the lives of cancer patients, and because of support from people like you, I can confidently say we accomplished that goal. Because of your generosity, my team was able to raise \$_____.

Our total plus the totals of # other teams from our 2023 ATL class of candidates was \$_____.

But it's not about the dollars. It's about the outcomes. You've provided fuel for life-saving treatments. Blood cancer research can be the gateway to curing other cancers. Blood cancer cells are generally easier to access than cells from solid tumors, making it easier to study cancer-causing molecules and measure effects of new therapies. That's why almost half the new cancer drugs approved by the FDA in the last dozen years were first approved to treat patients with blood cancers!

I've learned a lot about leukemia, lymphoma, myeloma and LLS over these past few months. If you're interested in knowing more about some of the newest developments, I'd be glad to share information or connect you with knowledgeable people from LLS to discuss the progress that's being made.

Thank you for your support and generous expression of friendship. You've truly made me feel like a Student Visionary of the Year!

Sincerely,