

Thank-you letters from Lee: sample no. 3

Arthritis Foundation WA
Christmas mailing
Thank-you letter copy

Note from Lee: This letter was written to donors who had responded to a previous Goatcher/Owen mailing. Messrs Goatcher and Owen were founders of Arthritis WA who each died within a few weeks of each other. Gifts were sent in memory.

From Rear Admiral Philip Kennedy A.O., R.A.N., rtd.

Mrs A B Sample
123 Sample Street
Sampletown WA 9876

February, 2001

Dear Mrs Sample,

Phyllis Goatcher and Evan Owen, who together were responsible for a great deal of the initiative and drive required to establish the Foundation, have been described by others as, **(1)**

“...working like a candle; lighting others by consuming themselves.” **(2)**

We are deeply appreciative of the light they shone on their work and patients – and very appreciative of the gift you have sent in their memory. **(3)**

Your name will be recorded in a book of memories we will pass to the families of our two founders as a mark of respect for their passing. **(4)**

Thank you once again for your gift of \$XX. Your receipt is attached.

Sincerely,

Philip Kennedy
Vice Patron

(5)



Lisa's comments:

1) Lee does a fine job of immediately connecting with the reason donor has sent support.

2) For me, this reference is a little graphic. I would aim instead for a more specific reference to Messrs Goatcher and Owen, perhaps focusing on well-known character traits and/or their accomplishments.

3) This is quite nice, and would work even without the candle reference above.

4.) Well done. Lee lays out exactly how the families will be notified of the donor's gift. This is a wonderful paragraph.

5.) This is one instance where I wouldn't use a postscript. In this case, my feeling is that it would come across as over-friendly. Lee is spot on in omitting a PS.