Called to Be: Sample Thanking Letter

The following sample is based on a letter used to thank donors to Gifts with Vision in February 2022. The original letter is on page 2 for comparison.

In your letter, you can choose to highlight a local mission story or a Mission & Service story. Choose one or the other to help keep your letter focused. It is better to thank more often and alternate than try to do too much with one letter. Ongoing thanking needs to be part of the regular ongoing communication of your community of faith throughout the year to help your donors feel important and know how their gifts are making a difference.

This sample letter works equally well on paper or as an e-mail. It can be used as a general thank you or thanking for a response to a specific appeal. If the latter, be sure the content you share is directly related to the appeal.

Text in [square brackets] must be replaced with your information.

Text in (round brackets) gives suggestions and should be deleted before sending.

Dear [*name of donor*],

I never get tired of sharing stories of the generosity that you have shown through your gifts to *[name] United Church* (this should be a link to your webpage), and how you’re making a difference here in [town] and around the world through [Mission & Service](https://united-church.ca/community-and-faith/get-involved/generosity-through-mission-and-service) (link to Mission & Service webpage).

This month, I’d like to tell you about [name of person or situation from the story you are highlighting] and how [name] United Church helped [the outcome].

[A paragraph that outlines the problem being addressed]

[name] United Church provided [what your community of faith did to address the problem/help the person].

[A paragraph to clearly connect what you did to your mission]

Together, we are helping transform lives, one gift at a time. Thank you.

Blessings,

[Chair of board/council, minister, head of committee or team that did the work]

P.S. Please feel free to share this great story with your family and friends, your book club—anyone who would like to make a difference in the world.

Change the world through Gifts with Vision! [View this email in your browser](https://can01.safelinks.protection.outlook.com/?url=https%3A%2F%2Fmailchi.mp%2Funited-church.ca%2F220204-1048260%3Fe%3D0ff9f8eacc&data=04%7C01%7Cdjagger%40united-church.ca%7C8d758523d1964ca7261108d9e723ad0c%7Ccf18b5a826784011931215f0f7157574%7C0%7C0%7C637794962679364275%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000&sdata=znxDPVU1wcCdIW%2FJqmrnaDZp906WjTpN5H0LYxWsCn4%3D&reserved=0).

February 2022

Dear Dave,

I never get tired of sharing stories of the generosity that you have shown through [Gifts with Vision](https://giftswithvision.ca), and how you’re making a difference here in Canada and around the world.

This month, I’d like to tell you about Gill, who lived on the street in Victoria, BC, and how Gifts with Vision helped her make meaningful changes in her life.

Gill’s ID was stolen when she was sleeping in a park, and she hadn’t received any income for months. Because she had been visiting Mission & Service partner Our Place Society for her meals every day, she knew she could ask the outreach workers there for help getting her life back on track.

Gifts with Vision provided Our Place Society with transit passes that helped Gill keep her appointments with agencies that worked with her to get the security she needed. Gill now has income assistance, she is on the waitlist for a transitional housing program, and she was accepted into the NextSteps employment program, which helps people with mental health issues to re-enter the workforce.

Transit passes help Gill and others like her to stay connected, healthy, and hopeful. Because of [Gifts with Vision](https://giftswithvision.ca), Gill—and many others—can build a life with a future.

Together, we are helping transform lives, one gift at a time. Thank you.

Blessings,

Sarah Charters
Director of Philanthropy
The United Church of Canada

P.S. [You can share more stories](https://giftswithvision.ca/blogs/stories) about Gifts with Vision with your family and friends, your congregation, your book club—anyone who would like to make a difference in the world.