

## Components of a Good Thank you Note

1. **SWIFTLY SENT:** Sending a timely thank-you note is both prudent and polite. The thank-you note must always come as proximate as possible to the gift for it to have the most impact.
2. **SHORT & STRATEGIC:** Although it should read as if it were effortless, the personal thank-you note requires significant thought and effort. Keep It brief, effusive, and neatly written on quality stationery. If executed properly, your 25 or so carefully chosen words can make a huge impression on your donor. It should be personal and emotional (for example, “Sue, I am so moved by your continued generosity”). You can deepen engagement by evoking donor feelings of importance (“Stan, what would we do without you?”), or belonging (“Sally, Thank you for being a valued member of our community”).
3. **SINCERE & SINGLE-PURPOSED:** A thank-you has one purpose: to let a donor know their gift was received, sincerely appreciated, and will be put to good use. The emphasis is on gratitude and the work the gift supports. Keep it simple; stay on message.
4. **Mention a few things about yourself:** Your personal traits and achievements played a significant role in helping you win that scholarship. Mention a few of those to give your donor a brief peek into who you are. Tell them how this scholarship will benefit you and help shape your future life and career.
5. **SOLICITOR/SENDER:** With few exceptions, thank-you notes should come directly from the person who received the gift. A thank-you coming from the recipient first hand provides the most impact.
6. **SELECTIVE & SPECIAL:** A thank-you note for a gift is an extraordinarily easy way to make a donor feel special, and to let them know how much their gift is valued.
  - In the first sentence, say “thank you for” and state the gift you’ve been given.
  - Next, express a further detailed appreciation by remarking on qualities about the gift.  
Example:
  - Share specific reasons why you like the gift.
  - In the closing sentence, sign is pleasantly and friendly. And you can even add “Thanks again!” before your signature.

Another Pathway to a Successful Thank You note is from Michigan State University Extension 4-H publication – *Seven Steps to a Great Thank You Note*.