

Thank You Notes Do Double Duty: Great Etiquette for Saying Thanks

by *Laura Huth, do good Consulting, President & CEO*

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More than merely complying with new IRS standards for 2008, sending thank you notes is a great opportunity to build rapport with donors. For thank you notes that both fulfill your legal obligation and foster rewarding donor relationships, be sure to follow these guidelines:

To please the IRS:

- Name of your organization
- Name of the Donor
- Date of the Gift
- For in-kind items: Items donated, cash value, and condition (must be at least in good, working condition)
- For financial contributions: Amount of contribution

To please donors and encourage a lasting relationship:

- Use handwritten notes whenever possible
- Sign in blue ink
- Include a hand-signed p.s. note
- Personalize the note whenever possible (e.g. It was great to see you at our last event!)
- Hand-address the envelope and use 1st class postage
- Send it within 72 hours of the receipt of the donation

Contact **do good Consulting** at 217-778-1687 or dogood@dogoodconsulting.org for more information on donor recognition programs, saying thanks, and forming great donor cultivation efforts.