**RECOGNIZING SPONSORS**

Saying thank you to your donors is a very important part of fundraising. When done well, it is also a very smart fundraising strategy. Donors want something quite simple: a prompt, meaningful thank you letter and additional communication that explains how the donation was used. More often than not, this recognition can lead them to make the second gift.

Supporters want to know that they matter. In your ask for funding, it’s important to communicate what their gift will go towards. In the case of fundraising for specific items such as book boxes for a specific school, it makes it simple to describe a where the gift will be used. But often it gets left at that, an ask followed by a simple thank you note. Donors want to stay connected and know that because of their gift, they were able to bring about some kind of change or advance a cause that’s important to them. Be sure to share recent progress, however small, with a short anecdote, a photo, a telling testimonial, or a statistic. Let them know specifically what success their gift enabled. Invite sponsors to stay connected to learn of progress that is being made over time, and they may feel inclined to continue giving.



November 26, 2015

Dear (*insert name of donor*),

Replace with or add in your organization’s logo

Thank you so much for the generous donation you recently made to (insert your organization name) to support the ONE TO ONE Literacy program.

ONE TO ONE Literacy is a small grassroots organization operating on a very modest budget, but one with a big impact. With your gift, we are able to provide books and resources to \_\_\_\_ school(s) in our community. The program can now be offered every year to these/this school and students will receive literacy support that would not have been possible without the help of donors like yourselves.

As one of our classroom teachers told us last year:

*“What these volunteers do for our at risk students is nothing short of amazing. These students need individualized attention, skills reinforced and confidence improved. The volunteers are able to achieve this over the course of time they work with the students as they develop a relationship with the student that is calm and positive.”*

On behalf of the board, the staff, our volunteer tutors and the 1,000+ elementary school students in the ONE TO ONE Literacy program, we thank you very much for your support. It is truly appreciated.

Warm regards,

*Signature*

*Print your name*

District Coordinator, ONE TO ONE Literacy

*Through one-to-one tutoring, we help children learn literacy skills to last a lifetime.*

*(Insert footer with organization’s contact information)*