



Nutrition and Aging
Resource Center

Sample Thank You Letter to Donors for Senior Nutrition Programs

Why are Thank You Letters Important?

Thanking donors is a key step in building lasting relationships and showing donors the benefit of their donation. Donors who feel connected to your organization may also feel encouraged to get involved in other ways, continue to give long-term, or give larger donations. Retaining donors' costs less than acquiring new donors. There are many ways to thank a donor. Below is a thank you letter template that can be customized by filling in the bracket/highlighted sections.

Thank you letters may not be only for monetary donations; it is recommended to adjust the text to send this letter to donors who donate time, resources, or connections. Thank you letters can be sent annually during a volunteer or donor appreciation week, or shortly after a donation is received.

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Created in partnership with the National Association of Nutrition and Aging Services Programs. For more information on NANASP, visit nanasp.org.

Sample Letter

[add organization letterhead]

[Date]

[Donor Name/Organization]

Address

City, State Zip Code]

Improving Lives, One Meal at a Time – Thank You for Supporting [program name]

Dear [donor name or organization]:

Thank you for your donation of [\$-----00] to [your organization name]. Your donation will provide [number] meals to older adults and assist them in remaining healthy and independent through our programs, such as [add examples of programming], which serve over [number] people annually in [your community/area/region].

Your contribution makes a significant difference, helping us to provide and promote:

- Nourishment: Your donation will ensure that more older adults receive balanced, healthy meals, reducing malnutrition and promoting overall well-being.
- Social Connection: The community gatherings you support provide older adults with a sense of belonging, helps foster friendships and reduce feelings of isolation.
- Independence: By supporting our program, you empower older adults to maintain their independence and remain in their homes, surrounded by familiar surroundings and cherished memories.
- Dignity and Respect: Your contribution sends a powerful message to our older adults that they are valued and respected members of our community, deserving of love and care.

Your financial support will help us continue providing nourishment, hope, and happiness to those who need it most.

For the latest news from our program and to see stories of the impact of your contribution, visit our website at [website link; add a hyperlink if you are sending electronically].

Thank you again for your support of [your organization name].

Sincerely,

[your signature, name, title]

Option to add clickable social media or newsletter subscription buttons:

[Subscribe to e-news!]

[Twitter]

[Facebook]

[YouTube]

[Instagram]

[LinkedIn]