



SAMPLE ACKNOWLEDGMENT LETTERS

Attached are two sample acknowledgment letters. Please note the following:

- One speaks to membership payments; the other to a donation.
- We have created a “small letterhead” for purposes of donation and ordered #6 printed envelopes to mail them in. The postage is the same price but we can send two letters for the same paper as one.
- Pam prints the letterhead in batches and cuts them in half. Her printer will feed the smaller size paper.
- The pre-printed letterhead has the required “IRS donation language” on it.
- While our letters are pretty generic, you have the opportunity (and are encouraged) to be very specific about the way your donor’s/member’s money is used. If you have a project it’s going to support, name it! If you have an event it makes happen, tell them! You’re more likely to hear from them again if they know your money is being used for something they care about.

We’ve been hearing more lately that donors like fun letters, so for last year’s year-end annual appeal acknowledgment we began using the third sample attached. It’s more personal; it includes a fun photo; it is very specific about how the donation helps something important happen. It also includes the required IRS language.

Since their payments will still be made payable to PPF, be sure to include a short sentence that your chapter is affiliated with the Pennsylvania Parks & Forests Foundation so the mental connection is made between you and why they made their check that way!