KU Endowment Engagement Toolkit

"Thank You" Messaging Template

Below is an example of messaging for schools/units to use when thanking donors for their support of Leadership Giving Societies, including Deans Club, Presidents Club and KU Cancer Discovery Alliance. This messaging supports donor stewardship and retention at the $1,000+ giving level. Please tailor the language as you see fit to connect with your audience.

Suggested "Thank You" copy:

Dear <Donor Name(s)>,

Thank you for your partnership as a <Leadership Giving Society Name> donor!

Because of you — and others who believe deeply in the <School/Unit Name> — we are making great things happen. We are helping <students/people> succeed. We are advancing knowledge. We are preparing the next generation of leaders. And we are building a stronger future for our <school/unit>.

<Leadership Giving Society Name> donors — those who give $1,000 or more each year — are behind every one of our achievements. Your support provides <scholarships, unrestricted resources, emergency assistance> and countless other ways of strengthening the <student> experience.

Because of you, we have made significant strides over the past year. Here are just a few:

- Impact made possible by donor support #1
- Impact made possible by donor support #2
- Impact made possible by donor support #3

These accomplishments are worth celebrating. And they would not be possible without you!

As <leadership role>, I see every day what happens when talented students and faculty have the opportunity to pursue their ideas and ambitions. Donors like you help us dream bigger, act faster and provide the best possible education. Your investment turns ambitions into outcomes.

Thank you for believing in our students. Thank you for believing in the <School/Unit>. And thank you for helping us create an environment where minds are formed and lives are changed.

With appreciation,

Name
Title