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# The Common Good's To don't list

Common sense ideas  
to help your donors  
do more good

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# 2.

## Thank you letters

*Use this list right after you finish writing your latest donor ask, so the information and details are fresh for your thank you letter.*

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### **DON'T send generic 'on behalf of' letters.**

Write a personal, emotionally evocative letter where you genuinely thank you donor for making a difference to a cause you also care about.



### **DON'T refer your donor to another person for questions or concerns.**

Encourage your donor to contact you directly if they have questions or concerns. Give them your actual email address and direct telephone number. If the signatory of your thank you letter isn't willing to do this, find another signatory.



### **DON'T be vague.**

Be specific! Mention the campaign they gave to, the impact their gift will have, reference the amount of their gift and the date you received it. You will build trust and show you have your ducks in a row.

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If you need extra help, email [david@cgfundraising.com](mailto:david@cgfundraising.com) or call 1 800 991-3318 x101.  
Visit [www.cgfundraising.com/to-dont-lists](http://www.cgfundraising.com/to-dont-lists) for more downloadable To Don't Lists.

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