

At a Loss for Words?

As we emphasized at the beginning of the campaign contributors need to be thanked often and in different ways. You may have shown appreciation to your colleagues throughout the campaign using the NFL schedules or donor pins. Now that your campaign is complete your organization's leader may ask you to draft a thank-you letter, or you may want to suggest this yourself.

To help you create this final expression of thanks we have provided some wording you may like to incorporate into your letter:

- I applaud your generosity and your support of our fund-raising activities, which means the lives of many people in Anchorage will be improved. Individual gifts can add up to help hundreds and by pooling resources we can get results that no one can accomplish alone. Together, united, we matter more than we know.

~~~~~

- Your gifts support the very foundation of what makes a strong, healthy and compassionate community by:
  - Providing a Basic Needs Safety Net for people in crisis
  - Promoting health and Self-sufficiency
  - Helping Kids Succeed
  - Strengthening families and neighborhoods

~~~~~

- The campaign was an opportunity for us, too. It gave us a chance to pull together as a team and to have a little fun in the process. Through our partnership with United Way we've shown that we can create lasting changes in people's lives and our community. We are proud to be able to make a difference right here at home.

~~~~~

- You clearly took this year's theme "Imagine the difference we make" to heart. Because of your generosity, we will (be recognized as) or (move up to the) \_\_\_\_\_ level of giving in this year's campaign. This demonstrates an extraordinary commitment on your part.

I applaud your generosity and your support. Together, we have imagined what we can do and we can make a big difference in people's lives and in our community. Your investment in community through United Way goes to work bring lasting changes, right where you live.