

(Date)

(Name)
(Spouse Name)
(Address)
(City, State, Zip)

This important consideration regarding how a couple is addressed is a big part of exemplary stewardship. The care and thoughtfulness of this university is evident throughout this letter.

Dear (Mr. Last Name and Mrs. Last Name):

A beautiful and original opening that cannot help but draw the donor into the letter.

The (University) campus isn't the same today.

I absolutely love the fact that the President is expressing his or her own feelings here and not using the more arms-length and impersonal, "we". It's rare that people who write thank you letters actually express their personal feelings, but when they do, it makes their correspondence far superior.

You changed it. And you did that through your gift in support of (Fund Name). Your generosity told our students and faculty that someone believed in them, someone they might not even know and that's powerful.

It's possible you started the cycle of giving for others; maybe a student will remember what it meant to get a scholarship or a faculty member now sees the value of financial support through a different lens.

For me, these two sentences change the tone and, in my view, detract from an otherwise beautiful letter. I don't think it's necessary to allude to the competition and claiming academic excellence as a competitive advantage is risky because it is so subjective. I would delete these two sentences.

I quite like the sentence that follows, however, as the donor is the difference between an institution being good or great. It's also a stunningly beautiful way to end an excellent letter overall.

I deeply appreciate your gift to (University). You demonstrated your belief in higher education and you moved our mission forward. This is a good time for us. While many institutions scrambled to meet enrollment targets, and some failed, (University) remains a first-choice university. We rank among the nation's top schools in academic excellence and are considered one of the best values in public colleges and universities.

The difference between a good institution and a great one is the support of its alumni and friends. Thank you for making (University) great.

Sincerely,
(Name)
President