

## Student Corporate Relations – Thank You Letter Guidelines and Template

Congratulations on receiving your corporate support! Securing funding for your student organization is just the start of the McCombs Student Corporate Relations process. Proper stewardship of your corporate donors creates a strong relationship with companies that will outlast your time at UT.

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*Pay it forward to future Longhorns and remember to send a timely and thoughtful thank you letter to your corporate partners.*

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### Thank You Letter Guidelines

- Address your letter to the company contact, with whom your student organization has been coordinating– this makes your thank you more personal.
- Include specific information including notable accomplishments, events, and/or programming that were made possible by the company's support.
  - Write a new and unique letter each year. These letters can be the catalyst to increasing a company's giving level in coming years.
  - When possible, include a photograph with the letter as an extra touch.
- This is NOT a solicitation letter! Never make a proposal/ask/solicitation in a thank you letter – these communications are distinctly separate.
- **Formatting checklist**
  - Be sure to use the official name of the company
  - Single-spaced, justified text
  - 11 or 12 point font in GT Sectra Regular or Georgia (brand-approved fonts)
  - No more than one page, adjust margins as needed
  - Do not use letterhead, logos, or borders
  - **Submit only as a Microsoft Word document**
  - Please PROOFREAD

### The Process

Send to [cfr@mcombs.utexas.edu](mailto:cfr@mcombs.utexas.edu)

Once your letter(s) have been approved by the Development Office, the Office of Student Life will email you to arrange a time for you to live-sign the letter and hand-address an envelope. The letter will be mailed on behalf of your student organization.

### Questions?

[CFR@mcombs.utexas.edu](mailto:CFR@mcombs.utexas.edu)

## TEMPLATE - THANK YOU LETTER

October 18, 2018

Company Contact Name  
Contact Title  
Company Name  
Street Address  
City, State Zip Code

Dear [Company Contact Name],

**Introductory Paragraph:** On behalf of [Student Organization] at the McCombs School of Business, I would like to thank you for your role in [Company Name]'s support of [org/event/initiative]. **Thank the contact for their support of your org/event/initiative and specify the dates for events. Mention impact highlights due to their funding and the number of students that benefit/attend. Comment on how participants enjoy your group/events and describe how the company's support made a difference and contributed to your success.**

**Body Paragraph – Student Org Info:** Share some general info about your Student Organization.

- Who's in your group – how many members do you have?
- Does your organization have a specific identity or academic focus?
- Do you have any signature events, case competitions, conferences, etc?
- Share your Mission Statement if you have one!

**Closing Paragraph:** Thank you again for your generous support of [Student Organization]. If you have any questions, please feel free to contact me at [Email] or [Phone Number]. We look forward to working with you in the future. **Thank the contact and the company again for the support. Tell the company contact how much you appreciate them and how much you enjoyed working with them. Leave contact info to encourage a relationship and to leave a line open for questions. Emphasize that you're excited to partner with them.**

Sincerely,

[Leave Room for Your Signature]

Your Name  
Your Title