



HOW TO WRITE A THANK YOU LETTER

Why is this important for athletes?

Being an athlete isn't easy; you need a lot of help and support from a variety of different people. A good way to recognize this is through a simple but effective thank you letter. It doesn't take much time, but it's a fantastic gesture and can often lead to future opportunities. So why should you write thank you letters?

- To make a good impression – especially with sponsors / funders
- To stand out and show your character
- To demonstrate your professional manner
- To show your appreciation and recognition for the support
- To seek future opportunities

What makes a great thank you letter?

Writing a great thank you letter is like competing – you need to put some training and effort in to achieve a good result. Here is the basic structure for a thank you letter;

1. Address
2. Greeting
3. Expression of thanks and appreciation
4. Explain the experience with links to the support
5. Link the support to your future goals
6. Sign off

How can I stand out from the crowd?

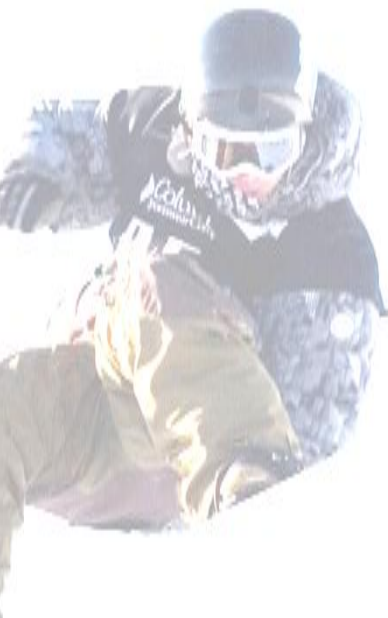
Try these different and interesting ways to spice up your thank you cards;

- Include photos of you competing or create a thank you DVD
- Send a thank you postcard or create an email thank you
- Publish your thanks in your own newsletter or website

Who can help?

Don't be afraid to ask for help. This could come from anyone including your parents, your friends, a teacher or even other athletes. If you need help or more information contact BC Athlete Voice on 604-333-3660 or at

info@bcathletevoice.ca



Alison Athlete
1555 Whistler Way
Whistler, BC
V7M 9G8
778-111-2222

The address of the person you are thanking

February 28th 2009

Simon Sponsor
Executive Director
Sponsored Sport
2431 Fifth Avenue
Vancouver

Your address and you can also include your phone number and/or email address – this is so the person can contact you

The greeting depends on the relationship you have with the person – first name if you know them well, last name if you are being more formal

Dear Mr Sponsor,

Purpose of the letter – usually the expression of thanks with specific detail

I am writing to extend my thanks and gratitude for your support in helping reach my goal of competing at the 2008 Grouse Mountain Slope Style event. This was a fantastic experience made possible by your support.

Give the person a real sense of the experience you had. Describe how their support helped

Through the event I felt confident and knew the weeks of training and sacrifices were worth it. The competition was tough but I made it through the preliminary stages and through to the finals. Although I didn't take the Gold, I did achieve my goal of reaching the podium and I look forward to applying the lessons I have learnt.

Thank the person again and link future opportunities to potential ongoing support

Thank you for your ongoing support, it is greatly appreciated and valued. The products that I am supplied with through Sponsored Sport are of the highest quality and really give me an edge. I look forward to continuing to strive towards my sporting goals and the upcoming Whistler Freestyle Classic knowing that I have the awesome support of Sponsored Sport behind me.

Final thank you with an opportunity to keep in communication

Thank you again and I look forward to continuing to be in touch.

Sincerely,

Alison Athlete

Always sign your letter – it provides a personal touch



Alison Athlete
1555 Whistler Way
Whistler, BC5-2965-9401
V7M 9G8

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Thank you again and I look forward to continuing to be in touch.

Sincerely,

Alison Athlete