

Expressing appreciation to Kickstarter backers is essential for building a strong community and showing gratitude for their support. Writing a thoughtful letter of appreciation can strengthen the relationship between creators and their backers. Here are three templates for writing a letter of appreciation to Kickstarter backers, followed by examples, and sections detailing the purpose of the letter, key elements, and tips for crafting your message.

## Appreciation Letter to Kickstarter Backers Template 1

Subject: A Heartfelt Thank You to Our Kickstarter Backers!  
Dear [Backer's Name or "Supporters"],

We are thrilled to announce that our project, [Project Name], has been successfully funded, and it's all thanks to you, our amazing backers! Your support has been the driving force behind this journey, and we are incredibly grateful.

[Share a brief update about the project or what the funding will enable you to do].

We want to assure you that we are committed to delivering on our promises and keeping you updated every step of the way. Your belief in our project means the world to us.

Thank you once again for helping to bring [Project Name] to life. We are excited for you to see the final result.

With heartfelt gratitude,

[Your Name]

[Your Position]

[Your Contact Information]

# Example for Template 1

Subject: A Heartfelt Thank You to Our Kickstarter Backers!

Dear Supporters,

We are thrilled to announce that our game, "Mystic Quest," has been successfully funded, and it's all thanks to you, our amazing backers! Your support has been the driving force behind this journey, and we are incredibly grateful.

Thanks to your contributions, we can now begin the production phase and bring "Mystic Quest" to life as envisioned.

We want to assure you that we are committed to delivering an exceptional game and keeping you updated every step of the way. Your belief in our project means the world to us.

Thank you once again for helping to bring "Mystic Quest" to life. We are excited for you to play the final game.

With heartfelt gratitude,

Alex Johnson

Project Lead

Mystic Quest Team

alex@mysticquestgame.com

# Appreciation Letter to Kickstarter Backers Template 2

Subject: Thank You, Kickstarter Backers, for Making [Project Name] a Reality!

Hello [Backer's Name or "Valued Backers"],

We did it! Thanks to your generous support, [Project Name] is no longer just a dream, but a reality. We are beyond grateful for your contribution and enthusiasm for our project.

[Provide a brief status update or next steps for the project].

We are dedicated to making [Project Name] everything we promised and more. Your faith in our vision is truly inspiring.

Stay tuned for more updates, and thank you once again for being an integral part of our journey.

Sincerely,

[Your Name]

[Your Position]

[Your Contact Information]

## Example for Template 2

Subject: Thank You, Kickstarter Backers, for Making "EcoLight" a Reality!

Hello Valued Backers,

We did it! Thanks to your generous support, "EcoLight" is no longer just a dream, but a reality. We are beyond grateful for your contribution and enthusiasm for our eco-friendly lighting project.

We're currently in the prototype refinement stage and will soon move into production. You'll be the first to know when the EcoLight is ready for shipment.

We are dedicated to making "EcoLight" everything we promised and more. Your faith in our vision is truly inspiring.

Stay tuned for more updates, and thank you once again for being an integral part of our journey.

Sincerely,

Maria Chen

Founder  
EcoLight Innovations  
maria@ecolight.com

## Appreciation Letter to Kickstarter Backers Template 3

Subject: A Big Thank You to Everyone Who Backed [Project Name]!

Dear [Backer's Name or "Esteemed Backers"],

What an incredible journey! Our Kickstarter campaign for [Project Name] has concluded, and thanks to your unwavering support, it was a resounding success. Your belief in our idea has turned it into a tangible reality, and for that, we are eternally grateful.

[Detail what this success means for you and the project].

As we move forward, we promise to keep you closely informed of our progress. Your support has been a critical part of this success, and we want you to be a part of our future milestones.

From the bottom of our hearts, thank you for being part of the [Project Name] family.

Best wishes,

[Your Name]  
[Your Position]  
[Your Contact Information]

## Example for Template 3

Subject: A Big Thank You to Everyone Who Backed "Artisan Coffee Mugs"!

Dear Esteemed Backers,

What an incredible journey! Our Kickstarter campaign for "Artisan Coffee Mugs" has concluded, and thanks to your unwavering support, it was a resounding success. Your belief in our handmade, eco-friendly mugs has turned them into a tangible reality, and for that, we are eternally grateful.

This success means we can now expand our workshop and hire more local artisans, continuing our mission of sustainable and community-based craftsmanship.

As we move forward, we promise to keep you closely informed of our progress. Your support has been a critical part of this success, and we want you to be a part of our future milestones.

From the bottom of our hearts, thank you for being part of the "Artisan Coffee Mugs" family.

Best wishes,

Henry Liu

Founder

Artisan Coffee Mugs

henry@artisancoffeemugs.com

## **Purpose of a Letter of Appreciation to Kickstarter Backers**

The purpose of this letter is to express gratitude to the backers who supported your Kickstarter campaign. It's an opportunity to acknowledge their role in making your project successful and to reinforce the sense of community around your project.

# Key Elements of a Letter of Appreciation to Kickstarter Backers

**Personal Gratitude:** Express sincere thanks for the backers' support.

**Project Update:** Provide a brief update on the project's status and what the backers' support has enabled.

**Continued Engagement:** Encourage ongoing engagement and provide information on how backers can stay updated.

**Future Vision:** Share your vision for the project's future and how the backers are a part of it.

# Tips for Writing a Letter of Appreciation to Kickstarter Backers

**Be Genuine:** Write from the heart to show genuine appreciation for your backers' support.

**Be Specific:** Mention specific aspects of the campaign or individual contributions if possible.

**Keep It Brief:** While being heartfelt, keep the letter concise and to the point.

**Update and Engage:** Use this opportunity to update backers on the project and encourage continued engagement.