Dear [Freelancer's Name],

Thank you for taking the time to submit your proposal for [Project Name]. We appreciate your interest in our project and the effort you put into your submission.

After careful consideration, we regret to inform you that we have decided to move forward with another candidate who more closely aligns with our project needs at this time. This decision was not an easy one, given the strong pool of proposals we received.

We encourage you to apply for future projects as we were impressed with your background and skills. Thank you once again for your time and effort, and we wish you the best in your future endeavors.

Sincerely, [Your Name] [Your Position] [Your Company]