

## MID CAMPAIGN EMAIL TEMPLATE

<Date>

Dear <First Name> <Fellow Employees>,

Today is the midpoint of the <Company Name> campaign for United Way of Lancaster County and we are off to a great start! Our goal this year is <dollar value or percent participation> - a <Number>% increase over last year. At this point in the campaign, we are <halfway> <almost halfway> <other measurement> to reaching our goal.

**If you have already contributed to the campaign, THANK YOU!** Because you choose to LIVE UNITED, you're helping thousands of families in our community lead better lives.

**If you haven't yet made your contribution, please consider making an investment** in United Way. Better still, we ask you to consider an increased investment. Every dollar you give will help your neighbors, friends, co-workers or even your own family members find the resources they need.

If you have any questions about United Way or how to make your contribution, please contact me at <direct dial phone number> or <email address>.

Thank you for helping to improve our community. Because That's Our Way!

<Company Coordinator Name>

P.S. Remember that if you want more information about the work United Way is driving in our community, please visit [www.LiveUnitedLancaster.org/how-we-help](http://www.LiveUnitedLancaster.org/how-we-help).