

SAMPLE HALF-WAY THERE LETTER

Hello Team,

We have reached the mid-point of the [COMPANY NAME] campaign for United Way, and have reached XX% of our $XX goal [or are X participants short of meeting our participation goal of XX%]! Thank you to everyone who has been able to make an investment in our community so far.

If you have given already, THANK YOU! Your gift will help create a better future for our community members in need.

If you haven’t made a gift yet, please consider getting involved. A gift to United Way benefits the health, education, and financial stability of XXXX County, and will go to programs that most effectively serve our community.

You can make a gift by [INSERT INSTRUCTIONS ON HOW TO GIVE & INCLUDE DEADLINES].

Success is the work of many, but it starts with you, one person who cares. We hope that you will consider giving generously to United Way of Northwest Florida

Sincerely,

[CEO, Campaign Chair or Coordinator]

**About United Way of Northwest Florida:** The United Way of Northwest Florida is an independent 501(c) 3 organization that has been serving residents of Bay, Calhoun, Gulf, Holmes, Jackson, and Washington counties for over 50 years. Our mission of providing support to those in need focuses on education, financial stability and health programs. Collaborative work with local programs, business partners, and community leaders is what differentiates the United Way of Northwest Florida. We cater to critical needs, while simultaneously building positive and long-lasting community change.