**Mid-point Email Template**

Subject line: Your Gift Matters

We are now at the mid-point of our United Way CORE campaign and we are pleased to report that we have reached XX% of our $XXX goal!

Thank you to everyone who has already made an investment in this work to help whole families escape the traps of poverty. Your willingness to think differently about how to move such a complex social issue forward will bring about real change for families with young children.

If you haven’t donated yet, we hope you’ll consider doing so. It’s quick and easy to do: [insert instructions on how an employee can give and include links and deadlines]

And be sure to join us: [insert upcoming campaign event and/or activities]

We can create open roads to success for families in Snohomish County. Your gift can make it happen. We can create a better community for all, but we must do it together. Make a gift today and let’s finish a strong campaign to build an even stronger community.

Sincerely,

[Name]

[Title]