**Mid-Campaign Message**

Dear [First name],

We are halfway through our annual United Way of Wapello County campaign. To those of you who have completed your pledge: Thank You! If you haven’t already, please complete your pledge form and return it before [DATE].

[COMPANY NAME]’s goal this year is $XXX,XXX – a X% increase over last year. We hope to announce our total campaign results by [DATE]. Please give generously, and consider increasing your pledge. Every dollar counts.

We have been hearing a lot about the great work United Way is doing to improve lives here in our community. [Company Name] is proud of our role and the results we have been able to achieve through United Way. If you have any questions about United Way’s work or our campaign, please contact [NAME].

I am proud to support United Way of Wapello County, and I look forward to showing Wapello County that [COMPANY NAME] LIVES UNITED.

Sincerely,

[CEO/ECC NAME]

P.S. [COMPANY NAME] maximizes the impact of your donation by matching your United Way pledge [dollar for dollar].