**Email #4: Reminder email**

**Synopsis**: CEO check in with employees halfway through your United Way campaign. Remind employees there’s still time left to support your company’s goal.

**Recommended send time:** Halfway through campaign

**From:** [CEO]

**To:** [company name] employees

Subject: TBD

Dear [First Name],

Our 2021 United Way campaign is underway, and I hope we can count on you to make a pledge to change lives with us this year. We’ve made great progress on our United Way campaign goal. We are [insert x%] of the way to our goal, but we still need your help.

As a supporter of United Way myself, I believe strongly in the work being done to build a stronger community for all.

You can play a role in this critical work, supporting thousands of local families and individuals through improving education, increasing financial stability, and building vibrant and healthy communities for each of our neighbors.

Already made your gift to United Way? Thank you for your continued support and devotion to your neighbors. If not, I encourage you to pledge to this year’s campaign [link]. In honor of United Way of Martin County's 50th anniversary, please consider adding $50 or more to last year's contribution or give $50 or more as a first-time gift. Our community is counting on us to make a difference. We are Stronger United.

Sincerely,

[CEO Name]