

Sample Letter 2: Mid-Campaign from Campaign Coordinator or CEO

Dear Colleagues:

We are halfway through our United Way annual workplace campaign. Many thanks to all of you who have already submitted your pledge; your investment in our community means you understand the importance of advancing the common good.

We LIVE UNITED when we Give, Advocate, and Volunteer. United Way of Trumbull County helps create opportunities for a better life for all by investing in strategies that address the *causes* of problems, not just the symptoms. Together, we are helping to create lasting changes that ripple out to the community as a whole.

Our campaign will wrap up on (DATE). If you have not already done so, please complete your pledge forms and return them.

Thank you again for your attention to this important community investment! I am proud to say that (COMPANY NAME) LIVES UNITED!

| Sincerely,