



Campaign Ambassador Message #2 —Mid-campaign

The following is suggested text only. We encourage you to personalize it based on your needs.

Dear [COMPANY NAME] colleague,

We're halfway through our annual United Way campaign! I want to thank everyone who generously and compassionately supports this great community partner.

If you haven't had the opportunity to make a donation, now is the perfect time! United Way continues to create powerful partnerships that keep local families fed and housed, strengthens other nonprofits, and keeps tackling other social needs that make it tough for people to succeed. Your support will help drive their critical work to help struggling individuals and families right here in our community.

[ADD INFORMATION HERE ABOUT MAKING A PLEDGE]. If you prefer, you can donate directly by going to www.unitedforscmi.org/donate to make a secure contribution.

If you have any questions, please contact [NAME].

Thank you again for making a difference in our community!

[SIGNED]