*Feel free to use the following email templates during your campaign. You’re also welcome to plug our*[*fact images*](https://drive.google.com/drive/folders/1BjsZ_qor8DyCk32Gw-_fQPQtPwlsKnCK?usp=sharing)*into your emails for more on the United Way impact.*

**Midway Checkpoint (Send around day 10 of campaign)**

Subject: We’re halfway there! Learn how your gift helps.

We’re midway through our United Way campaign! We’ve <<PROGRESS TOWARD GOAL>>, and our goal is <<GOAL>>. Give today to help us reach our goal and <<ANY INFO ABOUT INCENTIVES>>!

Give Now <<INSERT HYPERLNK TO WEBPAGE >>

Thanks to those of you who have already generously given. United Way works to ensure your gift is used where it’s needed most. We all want to live in a thriving community where people look out for each other, where we all feel connected, where children can succeed in school and adults can find good jobs.

Thanks to your support, United Way is able to “guarantee good” by:

* Creating literacy and STEM programs for children
* Building pathways of opportunity for disadvantaged youth
* Helping families permanently exit cycles of crisis and poverty
* Increasing options for stable, affordable housing
* Improving healthcare access

When you give to United Way, you’re helping to create generational change that will transform our community.

Give Now <<INSERT HYPERLNK TO WEBPAGE >>

Thank you,

<<NAME>>