United Way – Reminder Email

Send Time: Midway through campaign

Sender: EEC

Subject: Our goal is in sight!

Hello ChangeMakers!

We’re nearing the halfway point for (**COMPANY NAME**)’s 2020-21 United Way Campaign. For those who have made their pledge, your participation has been outstanding, but we still have work to do to meet our goal.

As our economy and society continues to recover, it’s important not to lose sight of the tens of thousands of families who continue to struggle with basic needs. Because in addition to long-term financial effects of Covid-19 (lost wages and increased homelessness), our community still has much work to do on behalf of our most vulnerable neighbors such as seniors and people with disabilities.

If you have not made your pledge yet, click here and join the rest of the (**COMPANY NAME**) team of ChangeMakers. Let’s make change happen with our support.

ChangeMakers Unite!