**Sample Impact Email**

**Send time: Midway through campaign**

**Sender: Workplace campaign coordinator**

**Subject: What your support makes possible:**

NAME/Friend,

We’re halfway through our [LUW WORKPLACE GIVING CAMPAIGN NAME], and [IF CLOSE TO GOAL>>great news --] we’re [$XXXX → PROGRESS TO GOAL] away from our goal! It’s going to take all of us here at [COMPANY NAME] to step up to get there.

And we can’t afford not to. People like [NAME] are counting on us -- check out her story to learn more about how your donation to [LUW NAME] helps make life-changing moments happen:

[INSERT PERSONAL STORY OF SOMEONE IMPACTED BY LUW WORK IN COMMUNITY]

[INSERT ASK + GOAL DESCRIPTION + LINK IF APPLICABLE]

Thanks for being part of this!

[SIGNATURE]

P.S. If you want to see more stories from people like [NAME], sign up to get [LUW] updates on how your support is making a difference right here in [CITY/REGION].