*Subject line: United Way Empowers Families Financially*

United Way for Greater Austin (UWATX) has been in Austin since 1924 and is committed to changing our community for the better. UWATX helps infants and toddlers, youth and families by focusing on the ‘pain points’ (or barriers to economic opportunity) to help our community continue to thrive.

Did you realize that **almost half of Austin households** are struggling to make ends meet? [United Way’s **Financial Opportunity** program](http://unitedwayaustin.org/strategic-programs/financial-opportunity/) provides the working poor with the knowledge and tools to become financially stable.

Thanks to the support of people like you, United Way has helped more than 12,000 individuals open new bank accounts since 2010. For other individuals, our financial education courses help hard-working families in our community make the most of what they have.

#### *HOW YOU CAN HELP*

Your $5-per-paycheck contribution to United Way for Greater Austin will educate 70 individuals about the importance of having a bank account. To make a gift to United Way by (insert campaign deadline here), (insert here instructions for how employees can give).

Thank you for considering how you can make a positive impact in our community!

Gratefully,

(Company’s Employee Campaign Leader(s))

**(Company name) employees MAKE AUSTIN GREATER**