*Subject line: United Way Helps Students Grow*

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 students who are held back are **7 times** more likely to drop out? [United Way’s **Target Graduation** program](http://unitedwayaustin.org/strategic-programs/target-graduation/) helps increase the odds that students will graduate from high school ready for college, work and life by connecting parents, students and schools with quality support services.

Thanks to the support of people like you, we invested $1 million into three middle schools, providing behavioral, mentoring, afterschool and summer services.

#### *HOW YOU CAN HELP*

Your $5-per-paycheck contribution to United Way for Greater Austin will help 41 students improve their academic performance through tutoring. To make a gift to United Way by (insert campaign deadline here), (insert here instructions for how employees can give).

Thank you for your consideration on how you can make a positive impact in our community!

Gratefully,

(Company’s Employee Campaign Leader(s))

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