*Subject line: Let’s Get Started!*

We’re kicking off [COMPANY NAME]’s 2013 United Way Campaign!

(Company name) has a proud tradition of giving back and our employees are always ready to show they care! As part of our efforts to give back to our community, (company name) is offering you the opportunity to support our community though United Way for Greater Austin (UWATX) and our annual giving campaign.

From **(beginning date)** to **(ending date)**, you will have the chance to learn more about the needs that Central Texans face, what UWATX is doing to help and how you can make an impact. As this year’s United Way Campaign Leader, I look forward to the many fun and exciting opportunities we have planned for you in the next few weeks.

**INCREASING NEED IN OUR COMMUNITY**

* Did you realize that the fastest growing population in Austin is children under 6 who live in poverty?
* Did you know students who are held back are **7 times** more likely to drop out of high school?

Statistics like these demonstrate that while Austin is a great place to live and work for many people, it is not that way for everyone.

#### *MAKING AUSTIN GREATER*

UWATX focuses on the ‘pain points’ (or barriers to economic opportunity) to help our community continue to thrive. UWATXdoes this by running strategic programs that solve problems not just for one person with one need, but create solutions for a large community with large needs. You [can read about how UWATX has positively impacted Central Texans](http://unitedwayaustin.org/building-philanthropy/employee-giving-greater-austin-stories/this-years-campaign/) thanks to the support of people like you!

#### *GETTING INVOLVED*

**Last year, we raised $XXXX through our campaign- thank you!** Let’s join together again this year to reach our goal of $XXX and make a positive impact on Austin by supporting UWATX. Beginning[DATE], you will have the opportunity to give(include details of how people can make a gift through their pledge form/ online site)**.**

(\*if applicable) UWATX representatives will be on-site (fill in date/time and meeting details) to share with you what your dollars and volunteer efforts have done this past year and how your ongoing support of United Way for Greater Austin helps our community thrive. Don’t miss it!

Thank you in advance for considering how you can participate in this year’s campaign. I am excited to have the opportunity to work with you and help make Austin greater!

Gratefully,

(Company’s Employee Campaign Leader(s))

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