*Subject line: Halfway There!*

2015 (company name) United Way Campaign Update:

We have reached the mid-point of our United Way campaign and have reached XX% of our $XX goal! Thank you to everyone who has been able to make an investment in our community.

**You can still make a difference**

#### *Your $5-per-paycheck contribution to United Way for Greater Austin can make a positive impact in someone’s life, helping* 48 students improve their reading and math skills through tutoring or giving one low-income family 7 hours of parent/child education.

**Give back through volunteerism, too!**

[You can volunteer through Hands On Central Texas](http://www.handsoncentraltexas.org/) or make a gift (insert here instructions for how employees can give and include any deadlines). Visit uwatx.org/impact to see how much of an impact you can make!

**Together, we get results:**

In the last three years, United Way for Greater Austin has helped toddlers, youth and families by focusing on the ‘pain points’ (or barriers to economic opportunity) so our community continues to thrive. Through strategic programs, UWATX has:

* Dramatically increased the number of quality-rated childcare centers serving 700 to 1,000 low-income children all over Austin.
* Helped **1,300+** middle school students receive behavioral, mentoring, afterschool and tutoring services in the 2013-14 school year.
* More than 1,500 employees have received Learn Where you Earn financial education classes since 2012, with 93% reporting taking steps towards a positive financial goal.
* Answered a total **of 327,935** calls for assistance in 2014.

Thanks to the generosity of people like you, United Way is changing our community for the better. **Please help us finish our campaign strong by making a gift today!**

Gratefully,

(Company’s Employee Campaign Leader(s))

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