Subject line: Halfway There!

2017 (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 13 low-income adults budget their hard earned dollars, save for emergencies and increase their credit score.

**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 four 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:

* UWATX served over 10,000 children, parents and teachers through their Success by 6 program work.
* More than 6,000 volunteers have given over 21,000 hours to support the Austin community.
* Answered a total of **305,532** calls for assistance in 2016.

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))

**The End of Poverty Starts with (Company name) employees**