Subject line: Let’s Get Started!

We’re kicking off [COMPANY NAME]’s 2017 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 know more than 41,000 families with school-aged children live in poverty in Travis County?
* Did you know that 90% of brain development occurs by the age of 5?
* Did you know one year of child care in Austin is the same price as one year of tuition at UT?

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.

#### THE END OF POVERTY STARTS HERE

UWATX focuses on the ‘pain points’ (or barriers to economic opportunity) to help our community continue to thrive. UWATX does 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).

UWATX representatives will be on-site (fill in date/time and meeting details) to share with you what your contributions 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 end poverty!

Gratefully,

(Company’s Employee Campaign Leader(s))

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