Subject line: Halfway There!

2018 (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!**

**Together, we get results:**

United Way for Greater Austin helps families by focusing on the barriers to economic opportunity so our community continues to thrive. In 2017 alone, UWATX:

* Served over **38,625** children, parents and teachers through their Success By 6 and 2-Gen initiatives;
* Answered a total of **345,385** calls for assistance through their 2-1-1 Navigation Center;
* Invested more than **$6 million** into the community through proven strategies and strategic partner organizations working to end poverty in Austin.

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 LIVE UNITED**

