Subject line: LIVE UNITED: Let’s get started!

We’re kicking off (Company name)’s 2018 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 commitment to our community, (company name) is offering you the opportunity to support our community by giving to United Way for Greater Austin (UWATX) through 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.

**THE NEED IS INCREASING IN OUR COMMUNITY**

* 42% of kids under 6 in Travis County live in low-income households.
* 65% of our low-income kids are not school-ready by the time they enter kindergarten.
* Food and housing assistance are two of the top caller needs through UWATX’s 2-1-1 social services hotline.

Sobering facts like these demonstrate that while Austin remains a great place to live and work for many people, it is not that way for all of our fellow Austinites. ***In fact, Austin is one of the most economically segregated cities in the country.***

#### YOU CAN HELP!

**Last year, we raised $XX through our campaign—thank you!** Let’s join together again this year to reach our goal of $XX 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).

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 realize the promise of Austin for everyone who lives here. Together, we can **LIVE UNITED!**

Gratefully,

(Company’s Employee Campaign Leader(s))

**(Company name) employees LIVE UNITED**

