

[DATE], 2011

[NAME]
[INSIDE ADDRESS]
[INSIDE ADDRESS]

Dear [SALUTATION]:

Both The University of Texas at Austin and [COMPANY NAME] are committed to making our world a better place for future generations. Like UT Austin, [COMPANY NAME] champions groundbreaking research in areas that are changing the world for the better. Your association with both of these visionary institutions positions you to play a significant role in this effort.

Last year, gifts from [COMPANY NAME] employees [and retirees]—along with the company's [RATIO] matching gift program and [LIMIT]—helped move our great university closer to the high goals we have set for it. These funds support vital research in areas such as sustainability, human rights, education, and global health issues—all initiatives that reinforce UT's reputation as one of the great public research universities in the country.

If you have already made a gift to UT this year and taken advantage of your company's generous matching gift program, I thank you sincerely. If not, I invite you to make a gift today. Please take a moment to complete the attached reply card and return it with your donation by Dec. 31. You may also make your gift online at giving.utexas.edu/hookedontexas. You may then [MATCHING INSTRUCTIONS].

Thank you for the special role you play in helping UT Austin be the best.

Sincerely,



William Powers, Jr.
President

WP/twf