

How to Start a Corporate United Way Retirees Campaign

Retirees Make a Difference.

A United Way Retirees Campaign gives your former employees another outlet to remain active in the community and be part of your organization's team. As retirees, they are a part of one of the fastest growing segments of our population and often have the greatest capacity and inclination to give back to our community.

They can also boost your organization's United Way campaign totals.

Often, the only reason retirees stop giving to United Way is they haven't been asked. When you ask retirees and those who are about to retire to contribute to your workplace campaign, they feel part of the team. And include them in your volunteer events such as Day of Caring, too. They'll appreciate the opportunity to participate. When a company or organization takes the time to include their retirees in their United Way campaign, everyone benefits!

BENEFITS

For Employer:

- Provides a venue for high-level campaign contributions to continue
- Enhances the image of company as inclusive, engaging, and a concerned community member
- Empowers retirees to remain an active part of the community
- Helps to maintain a relationship with former colleagues
- Provides a larger volunteer base for special events

For Retirees:

- Remain informed about United Way programs
- Opportunity to remain active in or begin volunteer projects
- Access to easy giving options
- Gives former employees - and those about to retire - a way to remain active in the community and part of your organization's team.

HOW TO RUN A RETIREES CAMPAIGN

A retiree campaign gives former employees—and those about to retire—a way to remain active in the community and as part of your organization's team. The retiree campaign can help make a significant impact on the difference your workplace will make in our community. Here are the key steps:

Gain senior management support

- Get your CEO's involvement and endorsement.
- Meet with Senior Management to ensure they understand and support soliciting donations from retirees in the annual United Way campaign.
- Request corporate matching be extended to the retiree campaign.
- Recruit a Retiree Champion (this may be a retiree or someone on the Campaign Team)
- Recruit the best person to lead and organize the retiree program.
- Give retirees an active role in planning and implementing the program. Appoint a Retiree

Champion or form a Retiree Advisory Committee to help direct the retiree campaign

- Have a Retiree Champion sit on the Campaign Team—current retirees and employees can work together effectively to capture both perspectives.
- Make your committee organizationally diverse.

Identify your retirees and reach out to them

- Solicit pre-retirees during exit interviews or before the employee leaves. Give them retiree information that includes a personalized pledge form and a CEO/Retiree endorsement letter.
- Develop a retiree campaign message and strategy. Plan the best method to ask retirees to participate in the campaign based on your organization's culture, whether it is a letter or an email from the CEO. Company events such as luncheons and existing retiree newsletters are great places to include information about giving, volunteering and advocating on behalf of United Way.
- Establish a campaign timetable that works for your company, and that complements the regular workplace campaign schedule. Your retiree program can kick start or wrap up your campaign. Remember to invite your retirees to your campaign kickoff as well as recognition and appreciation events.

Include retirees in corporate matching and workplace campaign

- Include retirees in special events and other employee campaign activities. Also, campaign kickoffs and closing events are great for engaging retirees and current employees.
- Communicate corporate match deadline to retirees.
- Provide retirees with information on the campaign if they wish to participate.
- Include retirees on drawings and incentives.

Communicate with retirees year-round

- Thank retiree donors for last year's donations.
- Follow up to remind them about the campaign (and any other company retiree benefits). This is a great way to keep retirees connected with your company, showing them how much they mean to your organization and the community. A follow-up call made by a staff member or retiree volunteer shows a commitment to community that is embedded in your company messaging even during retirement.
- Connect with your United Way staff partner receive success stories, current news and events through signing up for an e-newsletter. The newsletter can also be sent directly to retirees.
- If you have current retiree meetings, join them and invite a United Way speaker.
- If you have retiree newsletters, add United Way information to them.
- Invite them to volunteer for employee campaign events.

REMEMBER TO:

- Send a letter with a pledge form, personalized or not, to retirees inviting their participation.
- For past donors, include a stamped return envelope.
- Turn in all pledge forms to United Way for processing.
- Thank donors and Campaign Team members.
- Say "Thank You" to donors and committee members - Remember to thank your retirees for their continuing relationship with United Way and their community.