

## RETIREE GIVING PROGRAM

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Retirees provide an excellent resource for increasing your organization's United Way campaign results.

Many companies in our community already include Retirees in their campaign and report generous support.

The workplace campaign is a logical vehicle for educating and updating Retirees about United Way.

Since many Retirees contributed to United Way throughout their working years, providing them with the opportunity to stay involved and to continue giving is a natural extension of a long standing relationship.

### Who Benefits from the Retiree Giving Program?

#### THE ORGANIZATION:

- Confirms the organization's commitment to building a strong community and enhances its image as a "concerned citizen" by involving Retirees in the effort
- Builds retiree relations by providing a channel for communication
- Reinforces the Retirees identification and commitment to company causes
- Provides the opportunity to expand the base of United Way contributors

#### THE RETIREE:

- Provides Retirees with a trusted avenue for impacting their community through charitable contributions
- Communicates important information about health and human services in our community

#### UNITED WAY AND OUR COMMUNITY:

- Increases campaign giving to support the programs that address the Big Bend's most serious health and human service issues
- Provides a vehicle for communicating to Retirees so that their needs can be better served
- Broadens the base of United Way contributors



### **Key Elements of a Successful Program:**

*Successful Retiree solicitation programs share the following common elements:*

- A letter signed by the CEO and a retiree is sent to your Retirees. In the most successful solicitations, the letters are personalized. This is especially effective when the retiree is personally known by the sender.
- Information about United Way, a personalized pledge form and any special campaign materials developed by your organization are included with the letter. A return envelope ensures that gifts are returned to the correct location.
- Pension payroll deduction is offered for the Retirees convenience in making a gift.
- A system is in place to track retiree contributions.
- A "thank you" letter is sent to all contributors and volunteers.

**TALK TO YOUR UNITED WAY CAMPAIGN REPRESENTATIVE  
FOR MORE DETAILS ON THE RETIREE GIVING PROGRAM.**

**LIVE UNITED™**