



# RETIREE ENGAGEMENT

LIVE UNITED®

The United Way of Lancaster County Retiree Program provides your former employees - and those about to retire - with an easy way to remain active in the community and stay engaged with your organization.

When a company takes the time to include their retirees in their United Way campaign, everyone benefits.

## Benefits to you as the former employer:

- Empowers retirees to remain an active part of the community
- Enhances your company's relationship with retirees by communicating information of value and interest
- Provides the opportunity to expand the base of United Way contributors in your company

## Benefits to the retiree:

- Offers a trusted avenue for making their charitable contribution
- Provides information about community services available to them and their families
- Affords opportunities for volunteering within the community

## HOW TO INITIATE A RETIREE CAMPAIGN

- **Secure the commitment of top leadership** - *Leadership commitments should include visible endorsement of the program.*
- **Solicit retirees during the exit interview process or before the employee leaves** - *Provide a personalized pledge form and endorsement letter from your company's leadership.*
- **Appoint a Retiree Program Committee that includes retirees** - *Look to retirees who are known supporters of United Way and well-liked by other retirees and have them endorse the campaign.*
- **Solicit all other retirees during your United Way campaign** - *This can be done via direct mail including a letter and pledge form or face-to-face at a company sponsored retiree event.*
- **Organize incentives, special events and recognition for a retiree campaign and/or invite them to attend your employee United Way events**

Please contact your Resource Development staff person for letter templates and other information.

As seniors, retirees are part of one of the fastest-growing segments of our population and often have the greatest capacity and inclination to give back to the community.

UNITED WE FIGHT. UNITED WE ALL WIN.



United Way of  
Lancaster County