

United Way of Lancaster County's RETIREE ENGAGEMENT



United Way of
Lancaster County

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**

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.

Please contact your Resource Development staff person or campaign@uwlanc.org for letter templates and other information.