Dear

[name of company] has a rich tradition of supporting the communities where we work and live through the annual United Way of Greater Milwaukee & Waukesha County campaign.

United Way is a trustworthy organization that identifies and addresses community issues, provides efficient volunteer opportunities and offers effective ways to donate that address issues of interest, where even a small gift has community impact.

As an employee, you helped build our tradition of support. I’m asking that you join us in continuing that support, at whatever level you can, as a valued retiree. A pledge form is enclosed.

Beyond the campaign, I invite you to consider joining Retire United, a donor network within United Way of Greater Milwaukee and Waukesha County that provides retirees with ways to:

* Stay engaged with the larger community after retirement through meaningful volunteer and advocacy activities
* Use their professional and personal skills
* Continue to give/make a difference
* Give back to the community through civic engagement
* Connect with and interact with like-minded individuals.

You can learn more about Retire United by visiting the website at <https://www.unitedwaygmwc.org/Retire-United>

I look forward to your participation in our campaign.

Be well.

Sincerely,

[name of executive and title]