

# How to Include Retirees in Your United Way Campaign

**Including retirees in your campaign is a great way to maintain contact with retirees and provide them with a way to continue their support of United Way. It also provides a way for the company to re-connect with retirees and show them they are valued.**

## *Potential ways to engage retirees:*

- A letter from your CEO with a pledge form or directions to your online pledging tool
- Host a breakfast or lunch with a speaker from United Way
- Include a section on your company website where retirees can sign up to receive information about the campaign and to request a pledge card (or provide a link to the online pledge tool)
- Use social media channels to engage retirees in the campaign
- Include retirees in any campaign incentives that you offer active employees (drawings, gifts for pledges at certain levels, etc.)
- Invite retirees to return to the company location for a United Way presentation and social event with other retirees
- Meet with retiree clubs

**Your United Way Staff Account Manager and/or Loaned Executive can help plan your tactics to engage retirees.**

## *Following the campaign, invite retirees to be part of Retire United, a local 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



For more information about Retire United, visit [UnitedWayGMWC.org/Retire-United](https://UnitedWayGMWC.org/Retire-United) or contact Bev Arrowood at (414)263-8210 or [barrowood@unitedwaygmwc.org](mailto:barrowood@unitedwaygmwc.org).