

RETIRE UNITED: Retirees Make a Difference for United Way!

Statistics show that retirees give a much larger portion of their income to charity than the national average - 4.5% to 7% compared with about 3% for the general population. United Way of Southeastern Connecticut's Retiree Program provides your former employees an opportunity to remain active in their community through their donations and volunteer time.

Benefits of a Retiree Program

For employer:

- Serve retirees by helping them remain active in our community
- Enhance image of company as a concerned member of the Southeastern Connecticut community
- Continue high-level campaign contribution

For former employees:

- Opportunity to remain active in or begin volunteer projects
- Continue support of programs important to entire community
- A chance to remain identified with the company they have been loyal to during their career
- Availability of automatic pension deduction to make giving easy
- Remain informed about United Way programs and community needs

For United Way:

- Helps to remain connected to our longtime supporters to keep them engaged in community issues and solutions
- Helps offset the financial losses incurred through the cancellation of employee pledges due to retirements, terminations, layoffs, etc.
- It can stimulate former employees into volunteering their services to United Way because of their increased knowledge about the services and programs provided

How to Start a New Retiree Program:

- Train your Benefits Counselors on running a pre-retirement campaign. United Way staff members are available to help develop and present information.
- Solicit retirees during exit interviews or before the employee leaves.
- Provide a pension deduction plan to make giving easy.

Post-Retirement Program

- Campaign Coordinator runs a post-retirement campaign as part of your annual employee campaign.
- Provide a pension deduction plan to make giving easy.
- Appoint a Retiree Program Committee made up of retirees.
- Identify your retirees.
- Organize incentives, special events, and recognition for retiree campaign.
- Send a letter with a personalized pledge form to retirees inviting their participation.
- Follow up to remind them about the program.
- Thank donors and committee members.

Alternative Retiree Campaign

If you are unable to solicit retirees or start your own in-house program, please provide United Way with a list of retirees that we may reach out to. United Way will contact them at their homes to engage them in community giving and volunteering.



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Retiree Campaign Checklist

- Seek the involvement and endorsement of your Chief Executive Officer
- Ask management about the availability of automatic pension deduction to make giving easier
- Establish a campaign timetable that complements regular employee campaign schedule
- Involve retirees. Recruit a retiree chair and, if possible, form a retiree committee to work on the campaign
- Develop a retiree campaign message and strategy
- Set a retiree fundraising goal that is separate from your company's goal
- Order campaign literature from United Way
- Identify all retirees
- Personalize all pledge forms available from United Way
- Organize incentives and/or special events, and recognition for the retiree campaign
- Mail the endorsement letter, along with a retiree pledge form, information on incentives and a postage-paid return envelope
- Promote the campaign through in-house newsletters or retiree bulletins
- Include retirees in special events and other campaign activities
- Follow up on outstanding pledge forms
- Turn in final gifts/responses/pledge forms
- Report results to CEO, United Way, and retirees
- Thank and recognize key retiree campaign volunteers and contributors

LIVE UNITED. RETIRE UNITED.



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