



## Retirees Make a Difference

United Way of Saskatoon and Area gives your former employees another outlet to remain active in the community and be part of your organization's team. As retirees, they are a part of one of the fastest growing segments of our population and often have the greatest capacity and inclination to give back to our community.

They can also boost your organization's campaign totals. Statistics show retirees give a much larger portion of their income to charity than the national average, giving 4.5% to 7% compared with about 3% for the general population.

Often, the only reason retirees have not given is that no one asked them. Ask both present retirees and those who are about to retire. They likely want to remain part of this important company activity.

## Benefits

### For Former Employer

- Continue high-level campaign contribution
- Enhance image of company as inclusive and engaging
- Empower retirees to remain an active part of the community
- A larger volunteer base for special events

### For Former Employees

- Remain informed about United Way programs
- Opportunity to remain active in or begin volunteer projects
- Easy giving options





## How to Start a Retirees Campaign

A retiree campaign gives former employees—and those about to retire—a way to remain active in the community and as part of your organization's team. The Retiree Program can help make a significant impact on the difference your workplace will make in our community.

### Gain senior management support

- Meet with Senior Management to ensure they understand and support soliciting donations from retirees in the annual United Way campaign.
- Request corporate matching be extended to retiree campaign.

### Recruit a Retiree Champion (this may be a retiree or someone on the Campaign Team)

- Recruit the best person to lead and organize the retiree program.
- Have a Retiree Champion sit on the Campaign Team—current retirees and employees can work together effectively to capture both perspectives.
- Establish a retiree campaign timeline that complements the regular workplace campaign schedule.
- Develop a retiree campaign message and strategy.

### Include retirees in corporate matching and workplace campaign

- Communicate corporate match deadline to retirees.
- Provide retirees with information on the campaign if they wish to participate.
- Include retirees on earlybird draws.

### Communicate to retirees year-round

- Thank retiree donors for last year's donation.
- Utilize United Way's website to access success stories, current news and events.
- Join their current retiree meetings and invite a United Way speaker.
- Add United Way information to their newsletters.
- Invite them to volunteer for employee campaign events.

### Remember to:

- Send a letter with a pledge form, personalized or not, to retirees inviting their participation.
- For past donors, include a stamped return envelope.
- Turn in all pledge forms to United Way for processing.
- Thank donors and Campaign Team members.