

HOW TO REACH RETIREES: ANOTHER WAY TO GROW YOUR CAMPAIGN

They worked at your company, and maybe gave to United Way for years! But what happens after they walk out of the office for good? More often than not, when someone retires from a company, their United Way contribution retires with them. But, they may continue giving, if they are asked to do so!

FACT: Retirees are long-time, well-established employees who usually contribute more than younger employees. Losing a retiree gift can set back a campaign substantially. But, retiree contributions also count as part of your total campaign!

ASK YOUR RETIREES

There are several ways you can re-engage retirees in your company's campaign, or keep them involved following retirement.

- Does your company have a retirees organization? Get their contact information. Ask to make a United Way presentation at one of their regular meetings. Send members a letter from your company asking them to give.
- Include a retiree representative on your campaign team. They probably keep in touch with other retirees and can champion United Way to their peers.
- Organize a volunteer activity for retirees. Retired individuals are the fastest-growing volunteer group in the country! Engage your retirees in a volunteer project. Call RUW's Volunteer Center at (540) 373-0041 for help.
- Let RUW send a letter to your company's retirees. You just need to provide contact information.
- Work with human resources to keep retirees informed. As retirees exit, get home address, phone number and e-mail address, so you can send them information.
- Promote payment options. Donations may be paid by cash, check, or major credit cards. Rappahannock United Way can also bill donors monthly or quarterly. Stock and other appreciated assets can also be donated.

