



UNITED WAY
Greater Cleveland

Including retirees in your United Way campaign is a meaningful way to maintain connections with former employees while offering them an opportunity to continue supporting the community.

Retirees often have a long history with your organization and United Way. Inviting them to participate reinforces that they remain a valued part of your company community. Their participation can also strengthen your campaign by expanding your reach beyond current employees.

WAYS TO ENGAGE RETIREES

Send a Message from Leadership

Include a letter or email from your CEO or company leadership inviting retirees to participate in the campaign. Provide a pledge form or a link to your online giving platform.

Host a Retiree Event

Organize a retiree breakfast, coffee hour, or lunch and invite a United Way representative to speak about current community needs and impact.

Share Campaign Information Online

Create a section on your company website or alumni page where retirees can:

- Learn about the United Way campaign
- Request a pledge form
- Access your online giving platform

Engage on Social Media

Use company social media channels or alumni groups to share campaign updates, stories of impact, and opportunities for retirees to stay involved.

Include Retirees in Campaign Incentives

If your organization offers campaign incentives for employees, consider extending those opportunities to retirees as well.

Invite Retirees to Campaign Activities

Encourage retirees to attend campaign presentations, volunteer opportunities, or social gatherings connected to the campaign.

Connect Through Retiree Networks

If your organization has a retiree or alumni group, consider presenting at one of their meetings or sharing campaign information through their communication channels.

Your United Way Account Manager can help you plan strategies for engaging retirees in your campaign.