



SO MUCH MORE TO GIVE

After decades of dedicated service, retiring from full-time employment doesn't mean disengaging from the community. In fact, just the opposite is true. Statistics show that retirees give a larger portion of their income to philanthropic causes than the average person.

Today, retirees see their next stage of life as an opportunity to become more invested in their community. They do so by their actions, as well as their donations.

United Way of Southwestern Pennsylvania provides an excellent opportunity for employees entering retirement to stay engaged with your organization and their community. It helps maintain healthy relationships and provides generational inspiration for your current employees.

ACTIVE RETIREES BENEFIT EVERYONE.

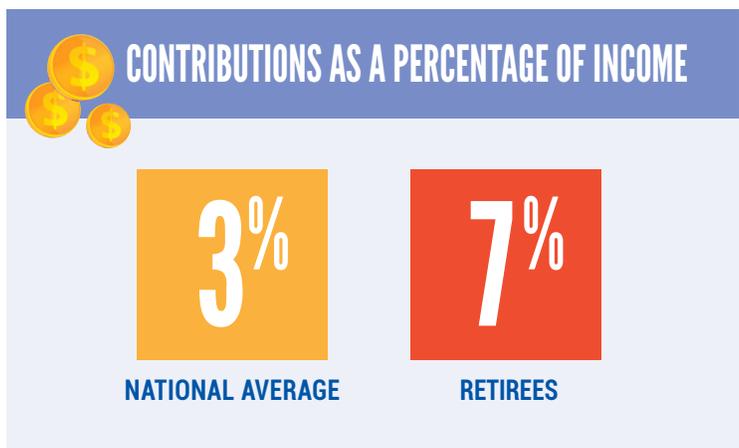
For your organization:

- Participation enhances your company's image as a vibrant, philanthropic member of the community
- Boosts the overall amount of giving your company provides
- Lifts morale and self-esteem within the entire organization

For the retiree:

- Great way to stay involved and aware of volunteer opportunities
- An easy way to contribute through automatic pension deduction
- Stay connected to issues and initiatives that are vital to their community
- Remain informed of programs of interest as they grow older

In these uncertain times, the Retiree Engagement Program helps United Way offset financial losses incurred through canceled employee pledges due to retirements, terminations and layoffs.



LET'S KEEP RETIREES INVOLVED, INVESTED AND ENGAGED.





HOW TO START A UNITED WAY RETIREE PROGRAM

It's the perfect time to start a retiree program. First step is to approach your CEO and Human Resource Department. Once they are on board, here are the next steps:

- Recruit a committee made of former company employees
- Check on the availability of automatic pension deduction to make giving easy
- Identify your organizations retirees and contact information
- Coordinate timing that compliments your usual workplace campaign schedule
- Set a fundraising goal
- Develop a messaging strategy and tactics to effectively reach retirees with a compelling, easy-to-respond appeal
- Utilize appropriate campaign materials through United Way's Speak United portal

This is also a great opportunity to invite your retirees back to the workplace to participate in campaign activities, be part of any incentive programs and encourage your current employees to donate.

Your United Way Corporate Relations Manager will be glad to work with you to customize your materials and make your Retiree Program a success.

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