

RETIREES AND UNITED WAY



Boost your fundraising results and re-new contacts with people who are committed to your organization by involving retirees in your campaign. Conducting a retiree campaign will also help increase their knowledge about the United Way programs available for older people.

HOW TO INCLUDE RETIREES

- Involve a retiree representative in the planning and solicitation.
- Decide if solicitations will be a direct mail letter, invitations to a Campaign Kickoff or a special event just for retirees.
- Consults with your organization's human resources and payroll department to let them know what you plan.
- Offer automatic deduction from the retiree's pension check or automatic pledges payment plan, which is a direct deduction from their bank account.
- Give retirees the opportunity to give to the United Way for the Greater New Orleans Area or to designate to a United Way in their retirement community.
- Report results on your campaign report. Retiree gifts should be included with total employee gifts.
- Personalize all correspondence. Provide a pre-paid return envelope.
- Give retirees the opportunity to go on United Way agency tours.
- Print stories about how older people are helped by United Way agencies in the retiree newsletter.
- Give retirees the opportunity to learn about United Way bequests, retirement accounts, estate planning, charitable planning, legacy gifts and other planned methods of giving.
- Don't forget to say "Thank you"!

For more information about how to include retirees, contact
MaryAnn Bazile at maryannb@unitedwaysela.org or 504-827-6820.

United Way of Southeast Louisiana

serving Jefferson, Orleans, Plaquemines, St. Bernard, St. Tammany, Tangipahoa and Washington parishes
UnitedWaySELA.org | 504.822.5540 | info@UnitedWaySELA.org | [@UnitedWaySELA](https://www.facebook.com/UnitedWaySELA)