

# Running a Retiree Campaign

## Phase I - Planning

- Involve retirees or retiree groups in planning/solicitation and incorporate their campaign into the company's regular employee campaign.
- Decide whether the retiree solicitation will be through direct mail and print media only or if it will involve a special retiree rally/event/reunion.
- Offer a variety of payment options: automatic bank or credit card payment; automatic deduction from the retiree's pension check; monthly or quarterly billing through United Way's direct bill method; securities gift or cash/check gift. United Way can help you design a special pledge card.
- Retiree gifts will count towards your company's campaign total.
- Give retirees the opportunity to give to United Way of Central Minnesota or to designate to another community where they live now (i.e. Arizona, Florida, or Texas.)

## Phase II - Communication

- Offer retirees the opportunity to go on agency tours and/or participate in campaign events with company employees.
- Communicate to the retiree that they are a vital individual who is important to the community.
- Personalize the letter, if possible, and send it from a known and respected retiree or from the chair of the campaign. Using larger type for these letters can make reading easier for retirees.
- Supply information on United Way 2-1-1, Imagination Library and volunteer opportunities.
- If possible, offer the same incentives to retirees as to employees.
- Provide a tailored pledge card that reflects their payment options and a pre-paid return envelope.
- Don't forget a THANK YOU with the results of the retiree campaign and company's employee campaign.