

Endorsement Letters: Retiree

Below is a sample endorsement letter to promote your campaign in the workplace. Be sure to put this on your company letterhead and personalize it whenever possible for greatest impact.

Dear (Company) Retiree,

(Company Name) is a community leader. That is certainly true of (Company Name) retirees as well. It seems that most every day we see a retiree volunteering and contributing to the caring power of Central Minnesota.

Our community is stronger because of our investment in United Way. We are improving people's lives by mobilizing the caring power of Central Minnesota. Your dollars stay local and help our neighbors, friends, family, and co-workers.

We envision Central Minnesota as a place where all thrive. United Way is reaching their goals and accelerating solutions because of us:

- Ending hunger;
- Ensuring early literacy;
- Providing quality out of school time;
- Reducing homelessness; and
- Increasing financial literacy.

Please join us in supporting United Way of Central Minnesota during your retirement. Wishing you health and happiness.

Thank you for LIVING UNITED!

CEO Name