**Template Letter: from CEO to contributing retiree**

Dear \_\_\_\_\_\_:

You can retire from a career, but you can’t retire from caring! Over the years, you have shown your commitment to helping our community through the United Way campaign. With all the good that has been done, there are still significant needs. For instance, did you know that almost 18% of the population in Caldwell, Christian, Todd, and Trigg counties are living in poverty? That’s just one of the statistics that United Way is working to change. And, they can’t do it without you.

We know your life looks a bit different than when you were working full time, but there’s still so much you have to offer and gain. The community benefits, and so do you! You can remain active and involved in the community-wide efforts that hold importance to you. And, while you’re making contributions to the community, you can stay connected with colleagues and causes you care about. Retirement isn’t an end. It’s a time where you can continue to make a real difference in the lives of others and in our community.

You are valued, and your community needs you now more than ever. You can still make a significant difference to those in need. What might that look like?

* Giving to the annual campaign: [directions for giving – either to company campaign or direct to website]
* Leveraging your skills and expertise: United Way can help plug you into volunteer opportunities near you! [Include info on current volunteer opportunities either broadly or specific project at the company]

Bernie Calonge retired four years ago, but made the conscious decision to continue participating with United Way through volunteer efforts and giving to the annual campaign. “I knew I wanted to have something in my life that was meaningful, so before I retired, I thought about what I was passionate about, and United Way’s work was at the top of that list. I always found United Way’s work compelling, and they’re a great steward of my money.”

Be a part of leaving a legacy to future generations of a thriving, vibrant community. You’ve always known giving back is the right thing to do. Don’t retire from helping those who need it most!

Sincerely,

CEO

**Template Letter: from CEO to retiree not currently giving**

Dear \_\_\_\_\_\_:

Retirement isn’t an end. It’s an exciting beginning to a new chapter in your life! Do you want to spend those years with a feeling of fulfillment and purpose? One way to do that is to get connected with United Way. Your community needs you now more than ever. Even with all the good that has been done, there are still significant needs. For instance, did you know that almost 18% of the population in Caldwell, Christian, Todd, and Trigg counties are living in poverty? That’s just one of the statistics that United Way is working to change. And, they can’t do it without you.

We know your life looks a bit different than when you were working full time, but there’s still so much you have to offer and gain. The community benefits, and so do you! Staying connected and active can give you fulfillment in retirement, and you can stay connected with colleagues and causes you care about.

You can still make a significant difference to those in need. What might that look like?

* Giving to the annual campaign: [directions for giving – either to company campaign or direct to website]
* Leveraging your skills and expertise: United Way can help plug you into volunteer opportunities near you! [Include info on current volunteer opportunities either broadly or specific project at the company]

Bernie Calonge retired four years ago, but made the conscious decision to continue participating with United Way through volunteer efforts and giving to the annual campaign. “I knew I wanted to have something in my life that was meaningful, so before I retired, I thought about what I was passionate about, and United Way’s work was at the top of that list. I always found United Way’s work compelling, and they’re a great steward of my money.”

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Sincerely,

CEO