**Sample Letter – CEO to Retiree**

<Date>

Dear <Name>,

You’re still part of the <Company Name> family!

And we hope you’ll continue to be a part of our United Way campaign, too.

As a retiree of our organization, we hope you will join us in making a difference in our community through your support of our United Way Campaign.

As you know, <Name of Company> has been actively involved with the United Way campaign for <number> years. We believe United Way is the most effective organization through which we can make a difference in our community. In addition to making financial investments in programs and community impact initiatives, United Way also helps increase the capacity and efficiency of our program partners through technical assistance and training, as well as connecting them to volunteers and other resources.

Support of United Way has been advancing the common good of our community by strengthening life’s building blocks of success – education, health, and financial stability. But this work will not be complete until every child succeeds in school, every family is financially sound, and every community member lives a healthy life.

I am writing to ask for your support to this year’s campaign so this important work can continue.

A pledge card and return envelope are enclosed for your convenience.

Thank you for your years of commitment to <Name of Company> and thank you for your contribution that will advance our community through United Way.

Sincerely,

<CEO>

P.S. As a retiree, you also may be interested in volunteer options for giving back to your community, and United Way offers a variety of options to meet your interests, whether it’s a one-time opportunity or an ongoing volunteer commitment. Just visit uwofsc.org/volunteer to see a wide list of volunteer opportunities throughout Sheboygan County.