

# Tips for Engaging Retirees and New Hires



*United Way Fox Cities believes in strong families and vibrant communities. Our guiding principles promote involvement, volunteerism and mobilization of individuals to contribute resources to strengthen our community and improve lives.*

## Retirees

When someone retires or leaves your organization, they no longer have a direct connection to your workforce. Because this is the primary way we communicate about the impact being made through programs and services, we want to ensure that individuals have the opportunity to decide if they would like to continue supporting causes important to them.

### Tips You Can Implement:

- ✓ Provide HR with **Retiree Packets** to distribute when someone is leaving. (We can provide a supply on request).
- ✓ If the employee has contributed to United Way through payroll deduction, ask if they would like to have the remaining pledge commitment for the year paid through their last paycheck or they can complete and send in a new pledge form directly to United Way Fox Cities.
- ✓ Let United Way Fox Cities know the names of those no longer employed at your organization. It would be ideal if they would share their home address so we can continue providing useful information about the work being done in the community along with other opportunities that will help them stay connected.

## New Hires

When someone new is hired, they may have no knowledge of community resources or what United Way Fox Cities is all about. Or they may have supported United Way through a previous employer, but don't know how they can continue to do so.

In either case, our goal is to raise awareness and develop relationships. Neither has to wait for a small window of time in the fall when we generally run our workplace campaign.

### Tips You Can Implement:

- ✓ Provide HR with **New Hire Packets** to distribute when the individual gets other new hire paperwork and goes through the orientation process. (We can provide a supply on request).
- ✓ If the person has contributed to United Way through a previous employer or would like to start, they can complete a pledge form and begin payroll deductions right away.