

# RETIREE VOLUNTEER ENGAGEMENT



## RETIREE AND GUEST VOLUNTEER ENGAGEMENT

Retirees are a tremendous source of talent and experience for our community. Engaging retirees in volunteer activities can help expand the capacity of Corporate Social Responsibility (CSR) initiatives, as well as strengthen relationships between the company, their employees and retirees. Including employee's family members (guest volunteers) in some activities can also help to address employees' work/life balance by providing opportunities for quality time to be spent with family.

## BENEFITS OF RETIREE AND GUEST VOLUNTEER ENGAGEMENT

- Builds employee morale and positive attitude towards the workplace
- Positive impact on the company's image in the community
- Reinforces the importance of teamwork
- Provides a competitive advantage for business by creating customer and employee loyalty
- Develops leadership and problem solving by tapping into the talent and experience of retirees
- Supports family values by allowing opportunities for intergenerational volunteering
- Increases the capacity to plan and implement CSR events such as Days of Caring

## VOLUNTEERING AND COMMUNITY ENGAGEMENT

Corporate Social Responsibility is important to many of today's employers. They want to share their success with the community and want their workforce to be community-minded. Employers wishing to engage their employees through a United Way Day of Caring can also help to prepare their pre-retirees for retirement.

## CHECKLIST TO HELP EMPLOYEES PREPARE FOR RETIREMENT

In our busy lives we may not have time to dedicate to volunteering. We may not be aware of the value of giving time and talent to the community. Providing employees with these opportunities as they approach retirement is of great value.

- Include United Way in your pre-retirement workshops or sessions to talk about the value of volunteering in retirement
- Include all employees who are planning to retire in one to five years
- Provide employees with the United Way "Retiring Into the Community" package to get them thinking about all aspects of their lives in retirement
- Tie in a pre-retiree Day of Caring or a Seeing is Believing Tour to your pre-retirement workshops to introduce them to volunteering opportunities
- Work with United Way to help organize a Day of Caring. We can help ensure that the event offers a range of activities which require a variety of skills and demonstrates the impact of their contribution
- Invite current retirees to work alongside pre-retirees to help mentor them
- Consider sponsoring a short-term placement to work with United Way. United Way has a sponsored employee program whereby employers sponsor employees or retirees to work with us to support fundraising efforts or special projects

# UNITED WAY RETIREE CAMPAIGN



## HOW TO INITIATE A RETIREE CAMPAIGN

United Way/Centraide Windsor-Essex County Retiree Program provides your retirees, and those about to retire with an easy way to remain active in the community and stay engaged with your organization. Retirees are part of one of the fastest growing segments of our population and often have the greatest capacity and inclination to give back to the community. Often, the only reason retirees have not contributed to United Way once they leave the workplaces is because no one has asked them to give. When a company takes the time to include their retirees in their United Way campaign, everyone benefits.

## BENEFITS TO THE EMPLOYER

- Enhances your company's relationship with retirees by communicating information of value and interest
- Provides the opportunity to expand the base of United Way contributors in your company
- Provides additional support to run United Way events in the workplace by including retirees

## BENEFITS TO THE RETIREE

- Empowers retirees to remain an active part of the community
- Offers a trusted avenue for making their charitable contribution
- Provides information about community services available to them and their families
- Affords opportunities for volunteering within the community

## HOW TO INITIATE A RETIREE CAMPAIGN

- Secure the commitment of leadership. Leadership commitment should include visible endorsement of the program.
- Solicit retirees during the exit interview process or before the employee leaves. Provide a personalized pledge form and endorsement letter from your company's leadership.
- Appoint a Retiree Program Committee that includes retirees. Look to retirees who are known supporters of United Way and well-liked by other retirees and have them endorse the campaign.
- Solicit all other retirees during your employee United Way campaigns. This can be done via direct mail, including a letter and pledge form or face-to-face at a company sponsored retiree event.
- Organize incentives, special events and recognition for a retiree campaign and/or invite them to attend your employee United Way events.

## RETIREE VOLUNTEER COUNCIL

The Retiree Volunteer Council is a group of retirees who support the work of United Way in Windsor and Essex County. The Council's role is to strengthen relationships with pre-retirees, and retirees within our community, through individual and group volunteer opportunities.

Learn more at [www.weareunited.com](http://www.weareunited.com) or by contacting 519-258-0000.