

ENDORSEMENT LETTERS

5.5 Retiree Letter

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 this region.

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

We envision our community as a place where all thrive. United Way is reaching their goals and accelerating solutions in the following impact areas:

- Basic Needs
- Education
- Health
- Income

Please join us in supporting Head of the Lakes United Way during your retirement. Wishing you health and happiness.

Thank you for Living United!

(Retiree Committee Member or CEO)