It’s important to communicate to all groups at your company throughout the campaign. Use these tips to encourage participation, engage new employees and keep retirees involved.

CEO Endorsement

Consider including an email, letter or video message from company leadership as part of your campaign communications to show your company’s support for our community and encourage participation.

Sample CEO Endorsement Message

**Our 2025 United Way Campaign has officially launched! And I’m counting on each and every one of you to help us raise [Insert Company Goal]** to support local families as they work to achieve the building blocks of well-being: a quality education, family-supporting job and health supports.

[Insert a few sentences about why your company supports our community with United Way of Dane County].

United Way of Dane County mobilizes the caring power of our community so all can thrive. For over 100 years, we’ve partnered with hundreds of local nonprofits, businesses, community leaders, donors and volunteers to create solutions that address the most complex challenges that no single person or organization can solve alone. And your generosity sparked real change last year! Of local individuals and families who participated in United Way funded programming:

* 1,379 elementary and middle school students improved social emotional skills
* 1,041 households remained stably housed at 12 months
* 1,168 participants served through mental health programming reported improved health outcomes

When you give to United Way of Dane County’s Plan for Community Well-Being, 100% of your donation powers meaningful action and transforms lives. A donation from longtime supporters Dan and Patti Rashke and their Dan & Patti Rashke (TASC) Family Foundation acts as a powerful catalyst – amplifying the impact of your generosity. Every penny of your individual and undesignated gift goes directly toward resolving the greatest needs in our community – a rare and remarkable advantage that few organizations can offer.

[Insert a few sentences about your ‘why’ – consider why you give, personally, and what it means to you].

**Please join me in being a part of the change by completing and returning your pledge form by [Insert date].** And know that when you donate to United Way, you can be confident that your dollars are making the greatest possible difference. Your gift, no matter the size, will help to make Dane County a better place to live, for every resident.

Thank you for being a part of The Power of Caring. Working for All.

[Insert signature]

Engage New Employees

Invite new employees to participate in your company’s United Way campaign right away! Share your company’s reasons for supporting United Way of Dane County and – if your campaign is not coming up soon – include campaign information and a pledge form when onboarding new employees. As the Employee Campaign Manager, you can work with Human Resources to provide new employees with information about how to give.

Suggested Steps

1. Share why your company partners with United Way of Dane County to support our community.
2. Ask new employees to contribute to your company’s United Way of Dane County campaign!
	* + Set up payroll deduction by having employee complete the fillable PDF of the pledge form and have your HR rep can email completed form to donate@uwdc.org.
		+ Employees can give by credit card, PayPal, EFT or stocks by going to [www.unitedwaydanecounty.org/donate](http://www.unitedwaydanecounty.org/donate) and including company name when they give. United Way’s Finance team will add their donation to your company’s campaign total.
		+ Employees can give by check by completing the fillable PDF of the pledge form and mail with a check made out to United Way of Dane County.

Sample New Employee Message

Each year [insert company name] supports our community through United Way of Dane County. Join our annual campaign by making a gift to support local families as they work to achieve the building blocks of well-being: a quality education, family-supporting job and health supports.

[Insert a few sentences about why your company supports our community with United Way of Dane County].

United Way of Dane County mobilizes the caring power of our community so all can thrive. For over 100 years, we’ve partnered with hundreds of local nonprofits, businesses, community leaders, donors and volunteers to create solutions that address the most complex challenges that no single person or organization can solve alone. And your generosity sparked real change last year! Of local individuals and families who participated in United Way funded programming:

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**Please join me in being a part of the change by making a contribution.** [Include information about how employees can make their gift]. And know that when you donate to United Way, you can be confident that your dollars are making the greatest possible difference. Your gift, no matter the size, will help to make Dane County a better place to live, for every resident.

Thank you for being a part of The Power of Caring. Working for All.

[Insert signature]

Keep Retirees Involved

Invite retirees to continue giving to your organization’s campaign to keep them connected and increase the impact of your campaign. As the Employee Campaign Manager, you can work with Human Resources to provide retiring employees with information about how to continue giving, attend events and more.

Suggested Steps

1. During offboarding, offer the option to pay off pledge made through payroll deduction for the current year. HR can tell the retiree what amount is remaining on their pledge, and they can pay by one of the options below. Email donate@uwdc.org with any questions.
* Employees can give by credit card, PayPal, EFT or stocks by going to [www.unitedwaydanecounty.org/donate](http://www.unitedwaydanecounty.org/donate) and including company name when they give.
* Employees can give by check mailing with a check made out to United Way of Dane County.
1. Ask retiring employees to continue supporting our community with United Way:
* If your company actively includes retirees in your annual campaign, let them know they will receive communications, invitations to campaign kickoff and special events and have the opportunity to make a contribution as part of your company’s campaign each year. **During your campaign, you can share your company’s custom retiree ePledge site.**
* If your company counts retiree giving as part of your total, but doesn’t invite retirees to campaign events, **direct them to make a gift at** [**www.unitedwaydanecounty.org/retirees**](http://www.unitedwaydanecounty.org/retirees).
* If your company does not include retiree giving in your total, **they can continue to support United Way by making a gift at** [**www.unitedwaydanecounty.org/invest**](http://www.unitedwaydanecounty.org/invest).
1. Ask retiring employees to share their home address, preferred phone and personal email address with United Way of Dane County, along with their preference to receive information via USPS and/or email (including a monthly email newsletter). The ECM or retiring employee can send this information to campaign@uwdc.org and United Way staff will add to the database.
2. Share information about the READI volunteer network. READI (Retired Employees Are Dedicated Individuals) provides retirees with the opportunity to get involved and build community through group volunteering. READI enriches the quality of life in our community by helping our neighbors in need while socializing with fellow volunteers. Learn more and sign up at [www.unitedwaydanecounty.org/readi](http://www.unitedwaydanecounty.org/readi).

Sample Retiree Message

Dear [Insert Retiree Name],

We would like to congratulate you on your retirement and thank you for [XX] years of service to [Insert Company Name]. We truly appreciate your contributions to our team!

As you navigate this transition, we would like to make you aware of some of the opportunities made possible through our partnership with United Way. United Way of Dane County mobilizes the caring power of our community so all can thrive. We would like to welcome you to continue making an impact through participation in United Way of Dane County’s annual campaign. [Insert information about how to give and if applicable, campaign events]

When you give to United Way of Dane County’s Plan for Community Well-Being, 100% of your donation powers meaningful action and transforms lives. A donation from longtime supporters Dan and Patti Rashke and their Dan & Patti Rashke (TASC) Family Foundation acts as a powerful catalyst—amplifying the impact of your generosity. Every penny of your individual and undesignated gift goes directly toward resolving the greatest needs in our community – a rare and remarkable advantage that few organizations can offer.

You can stay up to date on United Way’s work and ways to be involved by sharing your home address, preferred phone and personal email address with United Way of Dane County, along with your preference to receive information via USPS and/or email (including a monthly email newsletter). Please send this information to campaign@uwdc.org.

Additionally, READI (Retired Employees Are Dedicated Individuals) is United Way’s volunteer network for retirees. READI enriches the quality of life in our community by helping our neighbors in need while socializing with fellow volunteers. You can learn more and sign up at [www.unitedwaydanecounty.org/readi](http://www.unitedwaydanecounty.org/readi).

Hopefully you find this information beneficial. Please reach out to [Insert ECM name] at [Insert ECM contact info] with any questions. We wish you the best on your retirement journey.

Warmly,

[Insert signature]