Campaign Launch Message – Retiree Letter

To: The Retirees of [ORGANIZATION NAME]  
From: [RETIREE CHAIR]  
Re: 2020 United Way Campaign

Dear [RETIREE NAME],

Much has changed over the past several months as we navigate our new normal during a global pandemic. What hasn’t changed is our desire help those in need.

With your help, local organizations like United Way can continue to respond to the increased community needs that arose during COVID-19, and will ensure that our local community-based organizations are able to continue supporting the most vulnerable individuals and families in Saskatoon and area.

Local issues like mental health, poverty, unemployment, hunger, homelessness, and social isolation are even more pressing because of COVID-19. United Way is working to make these issues #UNIGNORABLE. With your donation, you can help

Last year, we raised a total of [2019 CAMPAIGN $ TOTAL] and we hope to meet or exceed that amount in 2020 by reaching our goal of [2020 $ GOAL].

All employees, both current and retired, should be proud of our organization’s tradition of supporting United Way.

Please join me by supporting United Way and complete the enclosed pledge form and return it in the envelope provided.

If you have any questions, please call me at [PHONE NUMBER] or e-mail me at [E-MAIL ADDRESS]. I would be happy to answer any questions you may have. On behalf of the 2020[ORGANIZATION NAME]’s United Way Campaign Committee, thank you for your help.

To learn more about the critical work that United Way is doing in our community visit unitedwaysaskatoon.ca.

Your support will help tackle #UNIGNORABLE issues, one act of local love at a time.

Stay safe and take care.

[RETIREE CHAIR NAME]