**(PRINT ON COMPANY LETTERHEAD)**

Dear

[name of company] has a rich tradition of supporting the communities where we work and live through the annual United Way of Greater Milwaukee & Waukesha County Campaign.

United Way is a trustworthy organization that identifies and addresses community issues, provides meaningful volunteer opportunities and offers effective ways to donate that address issues of interest, where even a small gift has community impact.

As an employee, you helped build our tradition of support. As a valued retiree, I’m asking that you join us in continuing that support, at whatever level you can. A pledge form is enclosed.

Beyond the campaign, I encourage you to join Retire United, a donor network within United Way of Greater Milwaukee and Waukesha County that provides retirees with ways to:

* Stay engaged with the larger community through volunteer and advocacy activities
* Connect with and interact with like-minded individuals
* Give back to the community through civic engagement
* Use their professional and personal skills
* Continue to give and make a difference

You can learn more about Retire United by visiting the website (u[nitedwaygmwc.org/Retire-United](https://www.unitedwaygmwc.org/Retire-United)).

I look forward to your participation in our campaign. Be well.

Sincerely,

[name of executive and title]