

New Hires Program

The program is designed to help offset employees who leave your company thereby failing to fulfill their pledge to your United Way. Generally, pledges are fulfilled through payroll deduction the 12 months after the fundraising. Over the last 10 years, we lose about 9% per year of our pledges to employee turnover. By establishing a program for New Hires at your work place you help offset these losses. An additional benefit is that by informing and educating at orientation you allow new employees to fulfill their pledges that they made at their previous employer. We ask that you consider taking the opportunity to inform employees of the option of participating in the United Way giving effort through payroll deduction. Just follow these simple steps:

- Ask your United Way representative for New Hires Packets.
- Tell them about the opportunity to participate in payroll deduction.
- Depending on your company policy, provide the form to Human Resources (or the appropriate department) for payroll deduction processing.
- Fax a copy of pledge forms to United Way so we can update your corporate records.

Retiree Program

Retirees – One of Our Most Valuable Resources

One of the key issues facing the United Way across the nation is that our most generous donors are frequently your most senior employees. Frequently, these individuals have the greatest capacity to give (e.g. the kids are out of college, homes paid off, etc.) and have the greatest inclination to give back to the community. When they retire, we frequently lose these valued donors. Here are a few things you can do to have the valued donors continue to participate in the United Way giving efforts:

- Companies with a traditional retirement program (e.g., the company sends you a monthly check), establish the ability to continue payroll deduction from retirement checks.
- Companies with defined contribution plans or 401k programs, offer retiring employees the option of continuing support of United Way by making a personal donation directly through the United Way. United Way offers several options beyond payroll deduction:
 - Bill Me (monthly, quarterly, or annually)
 - Credit Card Donations
 - Stock Transfers (an excellent retirement planning tool)
 - Cash & Checks
 - Donations online at www.unitedwayelpaso.org
- One approach is to solicit retirees as part of your annual United Way Fundraising and include them in your success totals.
- If you can't solicit directly and if it's not against company policy, United Way would like to have a list of retirees, who will then be solicited through our Retirees Division of giving.
- If your company sends newsletters or general company information to retirees this is a great opportunity to provide United Way information on a regular basis.
 - Keep them informed of your fundraising efforts
 - Tell them about the United Way in your community (see Real Life & United Way Section of your Resource Guide for ideas)
 - For most companies, remember that retirees are a valued part of your corporate history and you want to keep them as part of your corporate family