

## **Beyond the Campaign**

### **New Hires Program**

You or your human resources department can give new hires information on Cedar Valley United Way, as well as a pledge form, during their orientation in order to get them to join your company's campaign efforts. Offering a pledge form to new hires also helps reduce any pledge collection loss your company may experience due to retirement or resignation.

### **Retiree involvement**

Retirees can greatly enhance your campaign's success. Many people are still very interested in supporting United Way after retirement. We encourage every company to solicit help from their retirees. Have a retiree coordinate this as a separate campaign, by signing a letter to other retirees and having reply envelopes with options for giving. These materials can be obtained through Cedar Valley United Way.

### **Encourage Volunteerism**

Cedar Valley United Way partners with Volunteer Center of Cedar Valley to promote various volunteer opportunities and activities throughout the community. To see a complete list of volunteer opportunities you can contact the Volunteer Center of Cedar Valley at 319-272-2087 or visit their website at [www.vccv.org](http://www.vccv.org).