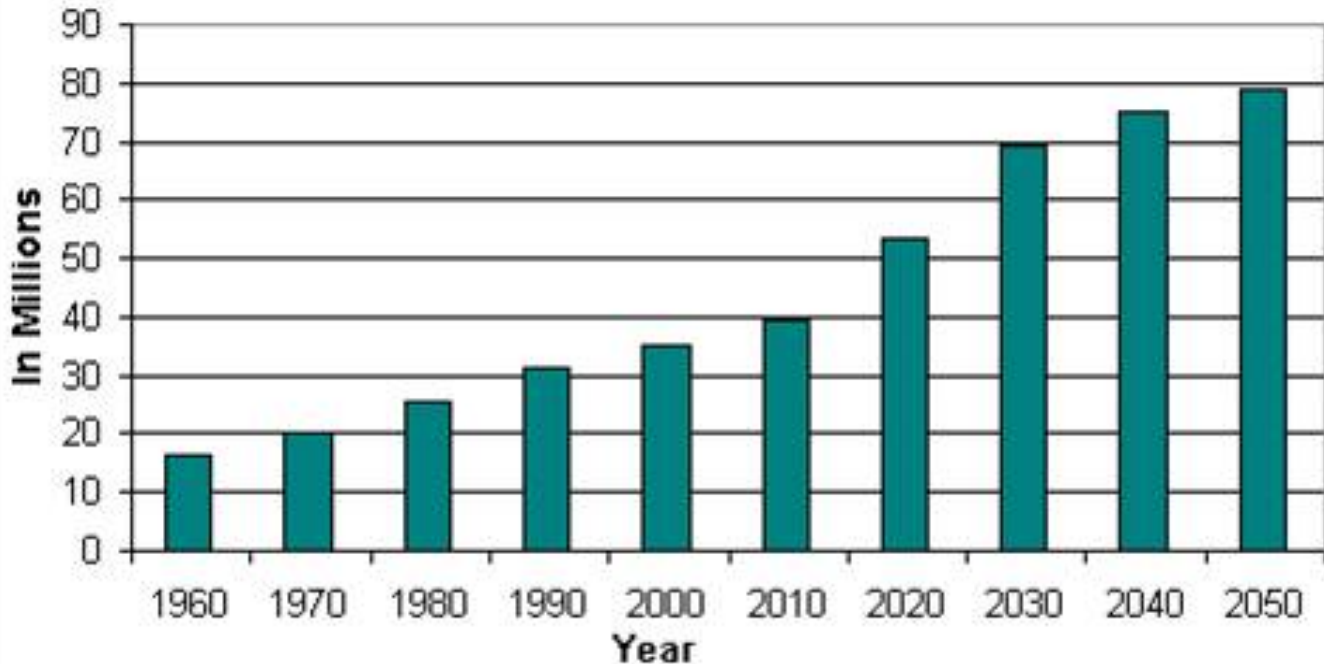


Retiree Organizations:

R.O.I for Academic Institutions

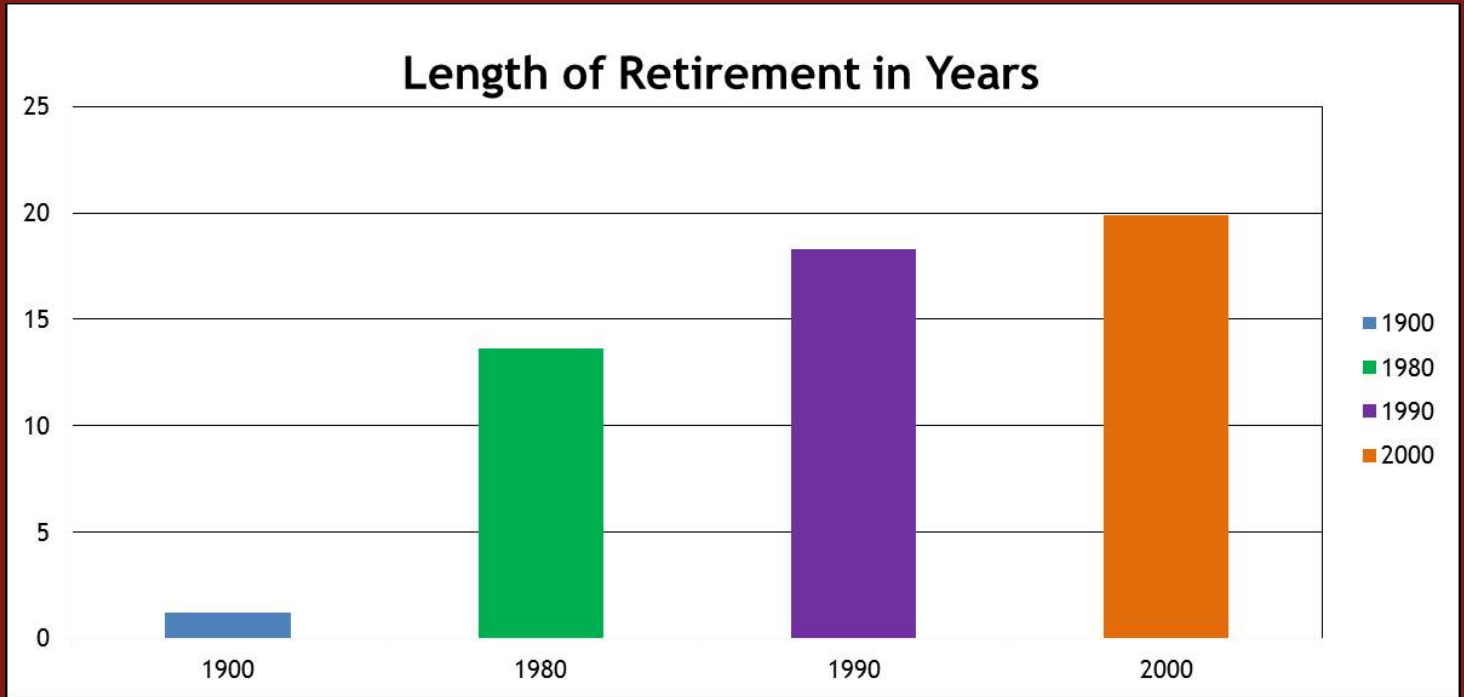


Baby Boomers reach age 65



Source: U.S. Bureau of the Census

We are retired longer



Loyalty to institution
+ Pride in profession
+ Desire to contribute

=



**Very
Valuable
Partners**

Retiree Associations

- ❖ Similar to Alumni Associations
- ❖ Membership-based
- ❖ Unique entity but affiliated with university
- ❖ Sometimes partially campus-supported



Emeriti/Retiree Centers

- ❖ Usually campus-funded
- ❖ Office of record for retirees
- ❖ Usually not membership-based; serve all retirees
- ❖ Often provide administrative support to retiree associations



Emeriti Colleges

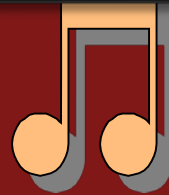
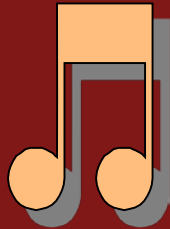
- ❖ Usually hybrid funding: campus funded, endowment, foundation, membership/fee-based
- ❖ Scholarship & research focused
- ❖ Classes, speakers' bureaus, publications, etc.



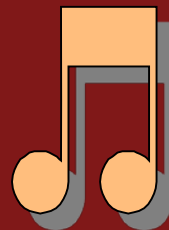
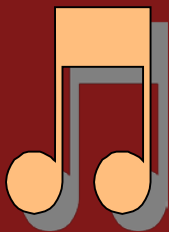
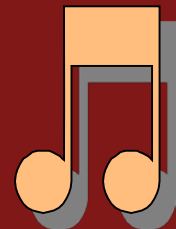
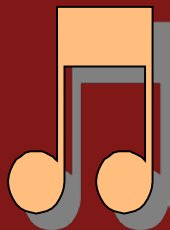
Funding Sources

	USC	UC Davis	Winona
Campus funding	4.5 FTE, 7 WS students + \$120,000 oper.	2 FTE, 1 WS student + \$55K operating + \$25K parking	1.5 FTE, 2 students + \$19K operating
Revenue (events, svcs)	\$500-\$1,500 donations at events	\$15K program registrations	\$7K program registrations
Business sponsorship	None	Calendar, catering, etc.	None
Grants, foundations	\$15K to \$100K annually	None	None
Association contributions	RFA \$10K, SRA \$500	\$3K for new retirees reception + other as needed	N/A; WSU doesn't have associations
Fundraising	\$15K - \$100K	None	None

Advocating for campus support



W.I.I.F.M.



Advocating for campus support

R.O.I.



Advocacy tips

1. Wiggle your way in
2. Develop partnerships
3. Toot your own horn
4. Identify champions
5. Submit written proposal
6. Repeat as necessary



Written Proposal-Key Elements



1. Campus needs & how organization can add value/further mission
2. Contributions retirees make to campus
3. Comparison of other organizations
4. Budget/funding sources
5. Space needs



And always remember...

As Dr. Suess says,

**“Unless someone
like you cares a
whole awful lot,
nothing is going to
change, it’s not!”**

