



## 2020 SECC Communications

### General Talking Points/ Info to Share

For more than 25 years, State of Texas employees have embraced fellow Texans through the SECC by contributing millions of dollars each year...one gift at a time.

**Created in 1993 by the Texas Legislature and holding its first campaign in 1994, the SECC is celebrating will hold its 25<sup>th</sup> campaign in 2019.**

**State, higher education, and retired employees in Texas have contributed more than \$182 million since 1994 to charities providing services that make our state stronger.**

**None of us could do it alone; it takes all of us working together to help make Texas strong.**

Texas has a strong history of giving back to charities and the SECC enables state employees the opportunity to give back to their communities and make a positive impact.

By giving through the State Employee Charitable Campaign during the past 25 years, **state and higher education employees have provided meals to hungry children, service dogs for our veterans, support for cancer survivors, and more.**

Employees can contribute to one or more of the **1,300+ local and statewide charities that are working to ensure that all Texas neighborhoods and communities thrive.**

**Last year, 32,000 employees contributed through the SECC accounting for \$7.1 million contributed to food banks, homeless or domestic violence shelters, job training programs targeting veterans, and other community programs.** On average, employees gave \$219. These charitable contributions translated directly to increased community services to keep Texans healthy, safe, and strong.

State employees dedicate their time and talents to serve our state each day and through the SECC, these hard-working Texans invest their finances to strengthen the state in which they work and live.

State employee charitable giving through SECC keeps Texas strong and a strong SECC means that more state employees will have the opportunity to invest in their neighborhoods and communities in the years ahead.

### 25<sup>th</sup> Anniversary Logos and “We Are Texas Strong” artwork

<http://secctexas.org/coordinator/resources#logo>

### Sample emails

(\*see templates at the end of this document)

## Online Pledging

Sample wording:

**You can help improve people's lives, by giving through the SECC. Make your pledge online!**

➡ **Sign-up** - First time donors, create a new account...returning donors log-in

🎁 **Select Your Charities** - Tell us what areas of people's lives that you want to make a difference

👤 **Choose Your Impact** - You determine the amount that you want to contribute

**Click here to give online:** <https://www.secctexasgiving.org>

Important: Employees no longer have to enter use paper forms and enter their pledges on CAPPs. Giving through the SECC is now a one-step process, whether you choose to use a paper form or give online.

? **Questions** - [Click here to contact your SECC Local Campaign Manager](#)

## Social Media

Here are our Facebook links:

SECC – Statewide page: <https://www.facebook.com/SECCTexas/>

DFW Metroplex: <https://www.facebook.com/DFWSECC/>

Capital Area: <https://www.facebook.com/SECCTX.CapitalArea/>

Coastal Bend: <https://www.facebook.com/CoastalBendSECC/>

East Texas: <https://www.facebook.com/EastTexasSECC/>

Greater West Texas: [https://www.facebook.com/Greater-West-Texas-State-Employee-Charitable-Campaign-103542263037744/?hc\\_location=ufi](https://www.facebook.com/Greater-West-Texas-State-Employee-Charitable-Campaign-103542263037744/?hc_location=ufi)

Houston: <https://www.facebook.com/HoustonSECC/>

Texas A&M SECC: <https://www.facebook.com/TAMUSECC/>

UTSA SECC: <https://www.facebook.com/utsasecc/>

Use the following hashtags for social media:

#SECCTEXAS; #WeAreTexasStrong ; #IAmTexasStrong

Sample Facebook post:

Welcome to the 2019 State Employee Charitable Campaign! For more than 25 years, State of Texas employees have strengthened fellow Texans through the SECC by contributing millions of dollars each year...one gift at a time.

Make a gift today and help provide meals to hungry children, service dogs for our veterans, support for cancer survivors, and more!

Click here to give online: <https://www.secctexasgiving.org>

- Sign-up - First time donors, create a new account...returning donors log-in.
- Select Your Charities - Tell us what areas of people's lives you want to make a difference in.
- Choose Your Impact - You determine the amount you want to contribute.

Questions? Contact your Local Campaign

Manager: [http://secctexas.org/contact/local\\_campaign\\_managers](http://secctexas.org/contact/local_campaign_managers)

Thank you for helping us keep Texas strong!

#SECC25 #WeAreTexasStrong

### Sample Tweet:

Since 1994, State employees have strengthened fellow Texans through the SECC, one gift at a time. Give today and provide meals to hungry children, service dogs for our veterans, support for cancer survivors, and more! <https://www.secctexasgiving.org>

### Sample emails

### Two weeks before campaign: Get ready!

#### **Sample social media post:**

Calling all [agency] employees!! The State Employee Charitable campaign kicks off on September 1st - that's just two weeks away. Make your payroll promise to a [nonprofit of your choice](#) and help build a stronger Texas all year long! #SECC #iamtexasstrong

#### **Sample email:**

Sender: Workplace Ambassador or Committee Chair

Subject: Join our SECC committee

Dear [Name],

We are making plans for the 2019 [Agency Name] State Employee Charitable Campaign and I would be delighted if you would serve as a member of the campaign steering committee. We need passionate people like you to represent our agency and help us run a successful campaign.

As a member of the campaign committee, you will play a key role in educating, energizing and inspiring action among our employees. You will help plan and implement our campaign strategy, as well as organize fun and educational events that engage our co-workers.

Serving on our committee also is a great way to sharpen your leadership skills and deepen relationships with colleagues while helping spread the philanthropic message throughout our workplace.

The time and effort you contribute as a member of our committee is truly appreciated. Thank you for helping SECC fight for the education, health and financial stability of every person in our community.

Sincerely,  
[Name]  
Workplace Ambassador, [Agency Name]

### **Campaign Launch: IT'S ON!**

#### **Sample social media post:**

Hey [agency] employees, it's on! The State Employee Charitable campaign is officially open and ready for you. Make your payroll promise to [your favorite non-profit](#) today and help keep Texas strong! #SECC #iamtexasstrong

#### **Sample email:**

Sender: Workplace Ambassador  
Subject: It's here! Pledge to your favorite SECC cause

Dear Friends,

Today's the day! We're launching our 2019 State Employee Charitable Campaign and with your support, all of us here at [Agency Name] can help tackle the biggest problems that Texas is facing and help create an environment of opportunity for all.

Whether you're passionate about education, health, financial stability or helping provide basic needs support, SECC is your place to be a part of the solution. Together, we can build stronger communities made up of healthy children and families, thriving economic conditions, and good education options.

#### **By pledging your support, you and your co-workers can help us hit our goal of [MONETARY OR PARTICIPATION RATE GOAL].**

The best part? The money you give stays local and you can see the results in your own backyard.

GIVE TODAY – [*button/link if applicable or instruction to pledge*]

Thank you in advance for showing our community what we're all about here at [Agency Name]. We're so lucky to have you!

[Name]  
Workplace Ambassador, [Agency Name]

## Campaign mid-point: Halfway there!

### **Sample social media post:**

[Agency] employees, we're halfway there! It's been one month since kicking off the State Employee Charitable Campaign. That means you have one month left to make your payroll promise to your [chosen non-profit](#). Please donate today and help build stronger, healthier Texas communities all year long! #SECC #iamtexasstrong

### **Sample email:**

Send time: Middle of campaign  
Sender: Workplace Ambassador  
Subject: Remember the why! Invest today

Every member of our community deserves to achieve their potential, but the hard truth is that children born into poverty in our region have virtually no chance of escaping it - and that has to change. To break this cycle, we each need to ask what we each can do to make a difference.

The State Employee Charitable Campaign fights for the education, health and financial stability of every person in Texas. Vetted community partners work daily to create an environment of opportunity where thousands of families in neighborhoods across Texas can have a chance for a better life.

Join us this year to help create strong communities made up of healthy children and families, thriving economic conditions, and good education options. **By pledging your support, you and your co-workers can help us hit our goal of [MONETARY OR PARTICIPATION RATE GOAL].**

The best part? You pick where your money goes! It stays local and you can see the results in your own backyard.

GIVE TODAY – *[button/link if applicable or instruction to pledge]*

Thank you for your generous donation,  
[Name]  
Workplace Ambassador, [Agency Name]

## Campaign End: LAST CALL!

### **Sample social media post:**

Last call for [Agency] employees! The State Employee Charitable Campaign was a blast this year but time flies when you're having fun. There is only one day left to make your payroll promise to a [vetted non-profit](#) of your choice. Please donate today and help keep Texas strong! #SECC #iamtexasstrong

### **Sample email:**

Send time: Day before the end of campaign  
Sender: Workplace Ambassador

Subject: LAST CALL: You will make a difference!

If you've been waiting for the right time to join our State Employee Charitable Campaign, this is it!

**Today is the last day to pledge.** Join [PARTICIPATION RATE]% of your co-workers who care about their community and are committed to work alongside [vetted community](#) partners to create an environment of opportunity for all.

**You pick where your money goes! It stays local and you can see the results in your own backyard.**

[PLEDGE] - *button/link if applicable*

Your pledge will send a loud and clear message that [AGENCY NAME] is investing in the future of Texas. I think that in the next 24 hours, we can achieve a higher participation rate than ever before!

Thank you for everything you do to change lives in our community!

[Name]

Workplace Ambassador, [Agency Name]

### **Follow-up: THANK YOU!**

#### **Sample social media post:**

Thank you [Agency] employees for another successful State Employee Charitable Campaign! Your generous donations and payroll promises make it possible for vetted non-profits to make tangible, positive changes in communities every day. When we work together, we make Texas stronger! #SECC #iamtexasstrong

#### **Sample email:**

Send time: After the campaign

Sender name: Workplace Ambassador

Subject: Thank you!

Join me in celebrating the incredibly successful 2019 SECC Pledge Drive! It takes teamwork to change lives, and today I could not be more appreciative of your support to create change in our community.

I'm thrilled to report:

[Participation rate]% of [Agency] employees gave to non-profits in the 2019 State Employee Charitable Campaign, totaling \$[number of dollars] donated!

While I have the honor to share this great news, I'm really not speaking for me. I'm thanking you on behalf of the families, children, neighbors, and friends who will benefit from your generosity. From all of those who will be supported by your gift, I extend my warmest gratitude.

Thanks again!

[Name]

Workplace Ambassador, [Agency Name]