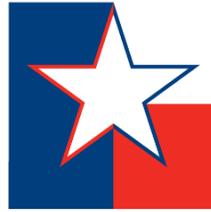


Together We Care



secctexas.org

## 2020 SECC Talking Points Sample Social Media

- For more than 26 years, State of Texas employees have embraced fellow Texans through the SECC by contributing millions of dollars each year...one gift at a time.
- State employees, universities and retirees have contributed more than \$189 million to charities, providing services that make our great state more resilient.
- The SECC gives state employees a way to give back to their communities and make an impact beyond their daily role in public service.
- Every day, state employees dedicate their time and talents as public servants and through the SECC, these hard-working Texans invest their finances to strengthen our state.
- By giving through the SECC during the past 26 years, state, higher education, and retirees employees have provided meals to hungry children, service dogs for our veterans, support for cancer survivors, just to name a few.
- Last year, 28,000 employees across Texas donated \$6.9 million, funding food banks, shelters for survivors of domestic violence and displaced individuals, job training programs targeting veterans, and countless other lifesaving programs. On average, employees gave \$237. These contributions translated directly to increased community services to keep Texans healthy, safe, and strong.
- None of us can do it alone; it takes everyone working together to help make Texas strong.
- More than 1,000+ local and statewide charitable organizations participate in the SECC and work to ensure that all Texas neighborhoods and communities thrive.

## SECC Logos and artwork

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

## Social Media

### **Facebook links:**

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

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

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/>

**2020 hashtags:**

#SECCTEXAS

#WhyDoYouGive

**Sample Facebook post:**

Please give during the 2020 State Employee Charitable Campaign! Click here to give online: <https://www.secctexasgiving.org>

Thanks to the generous state employees that make our work possible! Our SECC code is (fill in your SECC charity code here).

#SECCTexas #WhyDoYouGive

**Sample Tweet:**

Since 1994, State employees have strengthened fellow Texans through the SECC, one gift at a time. Click here to give: <https://www.secctexasgiving.org> Our SECC code is (fill in your SECC charity code here).