

# State Employee Charitable Campaign

2020 Workplace Ambassador Toolkit



Dear Ambassadors,

Thank you for taking on this role! As Workplace Ambassador, you are our greatest champion in creating lasting change for our community. Because of you, we are securing permanent housing for our homeless neighbors, empowering students with the quality education they deserve, and sustaining programs that are helping veterans find employment and a hot meal.

We hope this toolkit serves as a guide to help you reach out to your co-workers throughout the campaign. We invite you to alter the following materials in whatever way works best for your agency and use the graphics on page 11.

Remember, you're not alone. Your SECC staff is here to help you. Whether it's keeping you informed about our results, helping you get other materials, uniting employees and charity speakers, or answering your questions, we are here to help you and your team.

Sincerely,

**Lilly Lopez**

llopez@unitedwayofsotx.org

State Employee Charitable Campaign

United Way of South Texas

Phone: 956-686-6331

[www.secctexas.org](http://www.secctexas.org)

**Taylor Dion**

tdion@unitedwayofsotx.org

State Employee Charitable Campaign

United Way of South Texas

Phone: 956-686-6331

## SECC Fast Facts and Sample Speaking Script

The SECC is the only campaign authorized to solicit state employees in the workplace.

The statewide campaign officially kicks off on September 1 and runs through October 31.

More than 150 local charities are eligible for contributions in this year's campaign. Charities are vetted by the IRS, Texas Secretary of State, and a local state employee committee.

State employees donated \$7,110,550.61 to the campaign last year and over \$182 million since the campaign began in 1993.

Over 5,000 state employees contributed to causes they care about in 2019.

**Make the Ask: Will you please make a pledge for as low as \$10 a month to a charity of your choice?**

# SECC Event Planning Worksheet

## *The Basics*

- **Why** (What are you hoping to accomplish with the event?) : \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
- **What** (Describe the event) : \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
- **Who** (Will you ask any key people in your agency to attend?) : \_\_\_\_\_  
\_\_\_\_\_
- **Where and When:** \_\_\_\_\_  
\_\_\_\_\_

## *The Details*

Do I want a non-profit to attend? Y/N

If I would like a specific nonprofit, which? \_\_\_\_\_

[Fill out the speaker request form!](#)

Do I want to have food? Y/N If so, where will it come from? \_\_\_\_\_

How many volunteers will I need? \_\_\_\_

What will they help with? \_\_\_\_\_

How will I publicize? \_\_\_\_\_

## CAMPAIGN CHECKLIST

### Before the Campaign

- Meet with your SECC representative.
- Secure Senior Management support.
- Review Campaign history and set your goals.
- Recruit a campaign committee to help with the campaign, if applicable.
- Determine your campaign plan, timeframe, and any incentives.
- Gather your campaign communications and any campaign materials.
- Schedule your kick-off, [charity speakers](#), and any special events.
- Promote the campaign with an announcement.

### During the Campaign

- Distribute pledge forms and campaign materials to every employee.
- Promote the campaign, kick-off, and special events through numerous channels.
- Hold a mid-campaign committee meeting to review the progress towards the goal.
- Send regular progress reports to employees.
- Collect all pledge forms and campaign materials and drop them at appointed collection locations.
- Follow-up with individuals who have yet to turn in their pledge form.
- Send reminders about campaign events, incentives, and deadlines.
- Contact the Local Campaign Manager with any questions that come up.

### After the Campaign

- Collect final pledge forms and cash and turn in to Local Campaign Manager.
- Send a thank you letter to everyone including the campaign committee and the Agency Director.
- Publish a short story, photo, and the results of your campaign around the office.
- Hold a post campaign committee meeting to evaluate the challenges and successes.

### Year Round

- Keep employees updated on the activities of SECC.
- Promote volunteer opportunities to employees.

## Suggested Timelines and Language to Promote the Campaign

### 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 pledge 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 2020 [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]

### September 1st: 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 pledge 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 2020 State Employee Charitable Campaign and with your support, all of us here at [Agency Name] can help tackle the biggest problems the Rio Grande Valley 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]

**October 1<sup>st</sup>: 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 pledge 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

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 Central 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]

## October 30<sup>th</sup>: 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 pledge 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]

## November 15<sup>th</sup>: THANK YOU!

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

Thank you [Agency] employees for another successful State Employee Charitable Campaign! Your generous donations and pledges 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]



Together We Care



secctexas.org



Together We Care



secctexas.org

State Employee Charitable Campaign  
Together We Care

