

SAMPLE DEPARTMENT COMMUNICATIONS FOR CAMPAIGN KICKOFF



This information has been prepared to help market the campaign within your Department. Feel free to use it in Department newsletters and email communications or tailor the information to meet your Department's needs.

Impact someone's life by giving through the State Employees Charitable Campaign (SECC). The SECC is the one and only annual fundraising drive for charities that supports a variety of causes – from health care, education, the environment, animals, to programs for kids and seniors. With more than 1,000 participating charities, it's easy to give to a cause that's important to you.

From **September 10 through October 12, 2018**, Department Volunteers will be enlisting your campaign support. Take a minute to talk to them about what the campaign offers or visit www.misecc.org for the latest campaign information. Then sign up – it's never been easier. Choose from over 1000 participating organizations listed in the "SECC Charity Listing and Resource Guide" that you wish to support and make your pledge. Pledge online through your MI HR Self-Service account, call the MI HR Service Center at (877) 766-6447 or use the paper pledge form.

Department Volunteers stand ready and willing to help answer your questions. Follow our department online at www.misecc.org to track our pledging. Join thousands of state employees who add value to their communities by giving.

SAMPLE WEEKLY CONTENT

See samples language below for weekly emails to state employees in your department/workplace:

✓ **WEEK 1**

Subject Line: SECC Online Pledging Opens September 10th

The State Employees Charitable Campaign is YOUR campaign! It was created BY state employees FOR state employees. For donor CHOICE in giving, CONFIDENCE in charitable partners and CONVENIENCE of payroll deduction, the SECC is the preferred option for state employees.

September 10th through October 12th – MAKE a pledge and MAKE a difference!
More info at www.MISECC.org and Facebook/MISECC and Twitter@MISECC

OR

Subject Line: SECC KICKOFF STARTS TODAY!

More info at www.MISECC.org and Facebook/MISECC and Twitter@MISECC

✓ **WEEK 2**

Subject Line: MAKE SURE TO CHECK OUT MISECC.ORG

Change someone's life in the community where you LIVE, WORK or VOLUNTEER!

DID YOU KNOW?

\$1.00 per week or \$2.00 per pay period—*the price of a can of soda a week*

- Provides a specially made smoke detector for a family with a hearing-impaired child.
- Provides credit counseling and financial literacy services for one woman in a transitional housing program.

Call the MI HR Service Center! You can make your payroll contributions over the phone by contacting the MI HR Service Center toll-free at (877) 766-6447.

September 10th through October 12th – MAKE a pledge and MAKE a difference!
More info at www.MISECC.org and Facebook/MISECC and Twitter@MISECC

✓ **WEEK 3**

Subject Line: LIKE US ON FACEBOOK AND TWITTER

Choose from over 1000 charitable organizations and find a cause that's most important to you.

DID YOU KNOW?

\$2.00 per week or \$4.00 per pay period—*the price of one can of Red Bull*

- Provides a one-room, two-night stay for an individual or small family displaced by a house or apartment fire.
- Provides training for four new volunteers.

September 10th through October 12th – MAKE a pledge and MAKE a difference!
Please contact your Department Coordinator for a pledge form and brochure today!

✓ **WEEK 4**

Subject Line: OVER 25 YEARS-NEARLY \$50 MILLION

Choose your CAUSE. Choose your CHARITY. Choose SECC.

DID YOU KNOW?

\$5.00 per week—*the price of a fast-food lunch*

- Provides one hour of counseling to a troubled youth.
- Provides materials for activities conducted with children in a site-based mentoring program.

For donor CHOICE in giving CONFIDENCE in charitable partners and CONVENIENCE of payroll deduction, the SECC is the preferred option for state employees.

September 18th through October 20th – MAKE a pledge and MAKE a difference!
More info at www.MISECC.org and Facebook/MISECC and Twitter@MISECC

✓ **WEEK 5**

Subject Line: CHOICE, CONVENIENCE, CONFIDENCE

September 10th through October 12th – MAKE a pledge and MAKE a difference!

Online pledging is easy through payroll deduction! Using your [MI-HR Self-Service account](#) you can set up a biweekly payroll deduction. You can choose a specific amount and number of pay periods to contribute or elect to become a continuous giver.

Thank you in advance for supporting our annual SECC tradition of giving.

More info at www.MISECC.org and Facebook/MISECC and Twitter@MISECC

✓ **CAMPAIGN WRAP-UP**

Subject Line: THANK YOU!

A special thanks to all those people in our Department who were able to give through the State Employees Charitable Campaign. Through your generosity, so far our Department has raised \$_____ together, helping people and causes in need.