

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 21 through October 23, 2020**, 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. This year employees will have the opportunity to make new one-time and recurring donations through the SECC website via PayPal. With nearly 1,000 participating charities it's easy to find a cause that's important to you and close to your heart. We are excited to continue offering employees an avenue for charitable donations that support so many charities across Michigan and beyond, especially at this time of increased need. Visit www.misecc.org for more information.

Department Volunteers stand ready and willing to help answer your questions. Follow your 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 sample language below for weekly emails to state employees in your department/workplace:

✓ WEEK 1

Subject Line: SECC Giving Starts September 21st

The State Employees Charitable Campaign is YOUR campaign! It was created BY state employees FOR state employees. There are MANY ways to give to those in need and to causes you care about when many need support more than ever. The campaign offers donor CHOICE in giving and CONFIDENCE in charitable partners with EASY ways to give. September 21st through October 23rd – MAKE a donation online 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 — *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.

Visit www.MISECC.org to make new, one-time or automatic recurring donations to the causes you care about via PayPal.

September 21st through October 23rd – MAKE a donation 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 1,000 charitable organizations and find the cause that's most important to you.

DID YOU KNOW?

\$2.00 per week — *the price of one energy drink.*

- 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 21st through October 23rd – MAKE a donation and MAKE a difference!
Visit www.MISECC.org to make new one-time or automatic recurring donations via PayPal.

✓ **WEEK 4**

Subject Line: OVER 30 YEARS-OVER \$50 MILLION

Choose your CAUSE. Choose your CHARITY. Choose SECC.

DID YOU KNOW?

\$5.00 per week— *the price of a regular coffee and a bagel*

- 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 automatic payments via PayPal, the SECC is the preferred option for state employees.

September 21st through October 23rd – MAKE a donation and MAKE a difference!
More info at www.MISECC.org and Facebook/MISECC and Twitter@MISECC

✓ **WEEK 5**

Subject Line: Choice, Convenience, Confidence

September 21st through October 23rd – MAKE a pledge and MAKE a difference!

Online pledging is easy through one-time or automatic recurring donations via PayPal!

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. Your contributions are helping people in need and making our communities even better places to live and work.