

# SAMPLE DEPARTMENT COMMUNICATIONS



This guide is designed to help you promote the State Employees Charitable Campaign (SECC) within your department. Use this information in newsletters, emails or customize it to suit your department's needs.

## **MAKE A DIFFERENCE WITH THE SECC**

Support causes you care about through the State Employees Charitable Campaign (SECC), the only annual fundraising drive for charities backed by state employees. The SECC supports a wide range of causes including healthcare, education, the environment, animal welfare, and programs for children and seniors. With nearly 800 participating charities, it's easy to find and support a cause that matters to you.

From September 3 through October 4, 2024, department volunteers will be reaching out for your support. Take a moment to talk with them about the campaign, or visit [www.misecc.org](http://www.misecc.org) for the latest information. Signing up has never been easier, and with so many charities to choose from, you're sure to find one that resonates with you.

We are thrilled to offer employees a convenient way to make charitable donations that support a diverse array of causes across Michigan and beyond, especially in these times of increased need. Department volunteers are ready to answer any questions you may have. Follow your department's progress and track pledges at [www.misecc.org](http://www.misecc.org). Join thousands of state employees in making a positive impact in our communities by giving.

## **WEEKLY CAMPAIGN CONTENT**

### **Week 1: SECC Open Enrollment Begins September 3**

The State Employees Charitable Campaign is your campaign, created by state employees for state employees. Now more than ever, many need support, and there are many ways to give to causes you care about. The campaign offers donor choice, confidence in charitable partners, and easy ways to give. From September 3 through October 4, you can make a donation and make a difference! Login in to [HR Self-Service](#) or call the MI HR Service Center at 877-766-6447 for more information. Visit [www.MISECC.org](http://www.MISECC.org) and follow us on Facebook and Twitter @MISECC.

### **Week 2: Check Out MISECC.org**

Change someone's life in your community where you live, work, or volunteer. Did you know?

\$1.00 per week or the price of a can of soda, provides a specially made smoke detector for a family with a hearing-impaired child, or credit counseling and financial literacy services for a woman in a transitional housing program. Visit [www.MISECC.org](http://www.MISECC.org) to find your favorite SECC charity and sign up for a one-time or recurring donation using payroll deduction by logging in to [HR Self-Service](#) or calling the MI HR Service Center at 877-766-6447 for more information. From September 3 through October 4, make a donation and make a difference! More info at [www.MISECC.org](http://www.MISECC.org), Facebook and Twitter @MISECC

### **Week 3: Like Us on Facebook and Twitter**

Choose from nearly 800 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 fire, or training for four new volunteers. From September 3 through October 4, make a donation and make a difference! Login in to [HR Self-Service](#) or call the MI HR Service Center at 877-766-6447 to set up recurring donations using payroll deduction!

### **Week 4: 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, or materials for activities in a site-based mentoring program. For donor choice, confidence in charitable partners, and the convenience of recurring donations using payroll deduction, the SECC is the preferred option for state employees. Login in to [HR Self-Service](#) or call the MI HR Service Center at 877-766-6447 for more information.

Sign up today by logging in to [HR Self-Service](#) or calling the MI HR Service Center at 877-766-6447 for more information. From September 3 through October 4, make a donation and make a difference! More info at [www.MISECC.org](http://www.MISECC.org), Facebook and Twitter @MISECC.

### **Week 5: Choice, Convenience, Confidence**

From September 3 through October 4, make a pledge and make a difference! Online pledging is easy. Login in to [HR Self-Service](#) or call the MI HR Service Center at 877-766-6447 to set up recurring donations using payroll deduction! Thank you in advance for supporting our annual SECC tradition of giving. More info at [www.MISECC.org](http://www.MISECC.org), Facebook and Twitter @MISECC.

### **Campaign Wrap-Up**

A special thanks to everyone in our department who contributed to the State Employees Charitable Campaign. Your generosity has helped our department raise **\$XXX** together. Your contributions are making a significant impact and helping our communities become even better places to live and work.