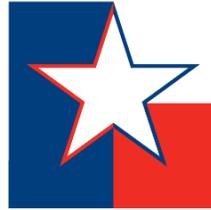


Together We Care



secctexas.org

2022 SECC Communications

General Talking Points/ Info to Share

- For more than 28 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, higher education, and retired employees have contributed more than \$200 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 also invest their finances to strengthen our state.
- By giving through the SECC during the past 28 years, state, higher education, and retired employees have provided meals to hungry children, service dogs for our veterans, support for cancer survivors, just to name a few.
- Last year, 19,000 employees across Texas donated \$5.1 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 contributed \$263 a year. 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

<https://www.secctexas.org/resources>

Social Media

Facebook links:

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

Coastal Bend: <https://www.facebook.com/CoastalBendSECC/>

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

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

Houston: <https://www.facebook.com/HoustonSECC/>

Laredo: <https://www.facebook.com/SECC-Laredo-TX-111033840718297/>

State Employee Charitable Campaign - Rio Grande Valley:

<https://www.facebook.com/SECCTX.RGV>

Texas A&M SECC: <https://www.facebook.com/TAMUSECC/>

UTSA SECC: <https://www.facebook.com/utsasecc/>

2022 Hashtags:

#WhyDoYouGive

#SECCTexas

Sample Facebook post:

Please contribute during the 2021 State Employee Charitable Campaign! Click here to give: <https://www.secctexas.org/index.php/how-give>

Thanks to the generous state employees that make the work of these non-profits possible!

#WhyDoYouGive #SECCTexas

Sample Tweet:

Since 1994, State employees have supported their fellow Texans through the SECC, one contribution at a time. Click here to give: <https://www.secctexas.org/index.php/how-give>

#WhyDoYouGive #SECCTexas

Sample emails and social media posts

Two weeks before campaign: Get ready!

Sample social media post/ email blast:

Calling all [Agency/ University name] employees! The State Employee Charitable campaign kicks off on [campaign start day here]. [Support the charities that you care about](#) by making a contribution! [*button/link if applicable or instruction to pledge*] #WhyDoYouGive #SECCTexas

Campaign Launch: It's Here!

Sample social media post/ email blast:

Hey [Agency/ University name] employees, the SECC is here! [Support the charities that you care about](#) by making a contribution. Whether you want to support education, health, financial stability, providing basic needs or other important issues, SECC is your place to be part of the solution. [*button/link if applicable or instruction to pledge*] #WhyDoYouGive #SECCTexas

Campaign Launch: It's Here! (continued)

Sample email:

Sender: Workplace Ambassador

Subject: The SECC is here! Pledge to your favorite cause



Dear Friends,

Today's the day! We're launching our State Employee Charitable Campaign and we need your support.

Last year through the help of your donations, 19,000 Texas employees gave \$5.1 million to provide meals to hungry children, service dogs for our veterans, support for cancer survivors, just to name a few worthy causes.

Whether you're passionate about education, health, financial stability, providing basic needs or other ways of supporting Texans, SECC is your place to be part of the solution. By making a donation to charities that you care about, you can build stronger communities made up of healthy children and families, thriving economic conditions, good education options, and more.

HELP TODAY – *[button/link if applicable or instruction to pledge]*

On behalf of the families, children, neighbors, and friends who benefit from SECC contributions, thank you!

[Name]

Workplace Ambassador, [Agency/ University name]

Campaign mid-point: Halfway there!

Sample social media post / email blast:

[Agency/ University name] employees, we're halfway there! It's been (length of time since start) since kicking off this year's State Employee Charitable Campaign. That means you have (how much time remains) left to make your payroll contribution to your [chosen non-profit](#). Please contribute today and help build stronger, healthier Texas communities all year long! *[button/link if applicable or instruction to pledge]* #WhyDoYouGive #SECCTexas

Sample email:

Send time: Middle of campaign

Sender: Workplace Ambassador

Subject: Invest in the charities you care about!



Dear Friends,

None of us can do it alone; it takes everyone working together to help make Texas strong. With your help, we can support more than 1,000+ participating charities as they fund food banks, shelters for survivors of domestic violence and displaced individuals, job training programs targeting veterans, and countless other lifesaving programs. [Vetted non-profits participating in the State Employee Charitable Campaign](#) work daily to create an environment of opportunity where individuals and families in across Texas can have a chance for a better life.

Consider giving \$2 per paycheck. If half of all state employees gave just \$2 per paycheck, it would raise \$3 million towards helping fellow Texans in need! #Stronger2gether

HELP TODAY – *[button/link if applicable or instruction to pledge]*

Contribute through the SECC and help create strong communities made up of healthy children and families, thriving economic conditions, good education options, and more. The best part? The money that you contribute is invested in the charity of your choice, working to make the difference that you want to see.

Texans in need appreciate your help. Thank you!

[Name]

Workplace Ambassador, [Agency/ University name]

Campaign End: LAST CHANCE!

Sample social media post / email blast:

Last call for [Agency] employees! There is only one day left in the State Employee Charitable Campaign to help a [charity](#) of your choice. Please do not miss the opportunity to help our fellow Texans in need! *[button/link if applicable or instruction to pledge]*
#WhyDoYouGive #SECCTexas

Sample email:

Send time: Day before the end of campaign

Sender: Workplace Ambassador

Subject: Last chance to help your fellow Texans!



If you've been waiting for the right time to help your fellow Texans, this is it!

Today is the last day to make a payroll contribution. [IF PARTICIPATION RATE ID ABOVE 50%] % of your co-workers have helped better the lives of their fellow Texans, by contributing to [charities of their choice](#).

Whether you want to support education, health, financial stability, providing basic needs or other important issues, SECC is your place to be part of the solution.

Consider giving \$2 per paycheck. If half of all state employees gave just \$2 per paycheck, it would raise \$3 million towards helping fellow Texans in need! #Stronger2gether

HELP TODAY – *[button/link if applicable or instruction to pledge]*

On behalf of the families, children, neighbors, and friends who benefit from SECC contributions, thank you!

[Name]
Workplace Ambassador, [Agency/ University name]

Follow-up: THANK YOU!

Sample social media post / email blast:

Thank you [Agency/ University name] employees for a successful State Employee Charitable Campaign! Your generous contributions make it possible for charities to make impactful changes in the lives of Texans. [Follow your charity of choice online](#) to see the impact your help is making. Thank you! #WhyDoYouGive #SECCTexas

Sample email:

Send time: After the campaign
Sender name: Workplace Ambassador
Subject: Thank you!



Join me in celebrating the incredibly successful SECC! 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/ University name] employees contributed to charities of their choice in the State Employee Charitable Campaign, totaling \$[number of dollars]!

While I have the honor to share this great news, I want to thank 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 contribution, I extend my warmest gratitude.

Thanks again!
[Name]
Workplace Ambassador, [Agency/ University name]