# SECC Campaign Materials 2024

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### Sample Emails

**3 Days Before Campaign Launch -**

**SUBJECT LINE:** SECC 2024 Starts Soon.

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Hello!

Get ready as the **State Employee Charitable Campaign 2024** launches in just a few days.

Whether you’re passionate about the environment, 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.

Check out the participating federations that you can contribute to below:

[AMERICA’S BEST CHARITIES](https://www.best-charities.org/home/) - Feeding the hungry. Sheltering the homeless. Protecting the children. Healing the sick. America's finest independent charities. Working with you to share – the American way.

[AMERICA'S CHARITIES](https://www.charities.org/?gclid=Cj0KCQjwrMKmBhCJARIsAHuEAPSqBA5xvc8WRVYpxPwGxFgWj4BtT9foLtpc2Vl86Jdhk8xFe6JcFMcaAl8UEALw_wcB) - Working to build strong communities. Addressing needs of children, families, communities by helping employers and employees support our member charities' programs.

[CHC: CREATING HEALTHIER COMMUNITIES](http://www.chcimpact.org) - Building stronger communities and taking action to improve health and wellbeing through giving opportunities, causes, volunteering, and health resources.

[EARTHSHARE TEXAS](http://www.earthshare-texas.org) - One gift supports the work of all participating charities, listed below, who work to protect natural resources and public health and quality of life. (REDO)

[GLOBAL IMPACT](http://www.charity.org/give) - Inspiring greater giving to foster critical humanitarian development and reduce global inequities; supporting international causes such as disaster response, global health, education and economic development.

[LOCAL INDEPENDENT CHARITIES OF TEXAS](http://www.lictx.org) - Your gift assists organizations that educate children, feed/shelter the homeless, strengthen families, rescue animals and more. Help us assist your Texas neighbors in need.

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

[Name]

Workplace Ambassador, [Agency/ University name]

**Campaign Launch -**

**SUBJECT LINE:** SECC is here! Contributions that Change Lives

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Howdy!

**Today we’re launching our State Employee Charitable Campaign 2024.** Your support is as vital as the charities you can contribute to.

Over 1,000 charities participate in SECC and they help all types of Texas inhabitants. Your donation can provide meals to hungry children, or assist veterans by placing them with a service dog. There are so many worthy causes to promote, but overall your support helps your neighbors, people in your community, in your state, both human and animal alike.

You’re one donation away from keeping Texas rivers and bays clean from pollution, or from helping domestic abuse survivors find sanctuary, or providing basic needs and resources to Texans just like you.

SECC is a simple way to make a big difference for so many in need.

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

**On behalf of the families, children, friends, charities, and communities who benefit from SECC contributions, thank you so much!**

[Name]

Workplace Ambassador, [Agency/ University name]

**One Week Into Campaign**

**SUBJECT LINE:** Why I give

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Dear Friends,

We are one week into the SECC and today I wanted to take a moment to share with you why it’s important for me to give.

(Insert ambassador story – what about the SECC is important to you? Specific cause? Feel free to share a blurb with your audience in order to connect with them.)

Everyone has a story and everyone has a connection to at least one of these causes – what’s yours? Whether it’s important to you to support the environment, education, etc, the SECC allows you to give to a cause that matters to YOU.

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

Thank you!

[Name]

Workplace Ambassador, [Agency/ University name]

**Campaign Mid-Point -**

**SUBJECT LINE:** Every Cause, Each Community, Counts

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Hello.

When you contribute to SECC 2024, you’re investing in a charity of your choice. There are nearly 1,000 to choose from, and each one betters the Lone Star State. If half of all state employees gave $2 per paycheck, that would raise $3 million towards helping fellow Texans.

[Vetted non-profits participating in the State Employee Charitable Campaign](https://secctexasgiving.org/_root/index.php?content_id=1630) work daily to create an environment of opportunity where individuals and families across Texas can have a chance for a better life.

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

Thank you!

[Name]

Workplace Ambassador, [Agency/ University name]

**Last Day of Campaign**

**SUBJECT LINE:** Making a Difference Starts with You

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Dear Friends,

If you’ve been waiting for the right time to help your fellow Texans, this is it! The SECC ends today. It’s the last day to make a payroll 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.**

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 Follow-Up - Thank you**

**SUBJECT LINE:** Thank You to Every Person Who Contributed to SECC 2024

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Hello there.

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 that the 2024 State Employee Charitable Campaign saw:

[Participation rate]% of [Agency/ University name] employees contributed to charities of their choice in the State Employee Charitable Campaign, totaling $[number of dollars]!

I’m grateful to share this great news with you all. I want to thank you on behalf of the charities you supported. And from all of those who will benefit from your contribution, I extend my warmest gratitude.

Thanks again!

[Name]

Workplace Ambassador, [Agency/ University name]

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### Sample Facebook Posts

*OPTION 1*

When you contribute to the 2024 State Employee Charitable Campaign, you can help provide meals to hungry children, or service dogs for veterans, or steward the unique environments of the Lone Star State. Who can you serve today with your donation?

Click here to give: https://www.secctexas.org/index.php/how-give

We thank each generous state employee that makes the work of Texas non-profits possible!

#SECCTexas #WhyDoYouGive

*OPTION 2*

Nearly 1,000 local and statewide charitable organizations participate in the SECC. Much like state employees, these organizations work to ensure that all Texas neighborhoods and communities thrive. Let’s make a positive impact together.

Show your support and click <https://www.secctexas.org/index.php/how-give>.

#SECCTexas #WhyDoYouGive

*OPTION 3*

The State Employee Charitable Campaign is back! You can make a difference for local and statewide charitable organizations that support veterans, children, animals, and so much more. Help support Texas inhabitants today.

Visit <https://www.secctexas.org/index.php/how-give>.

#SECCTexas #WhyDoYouGive

### Sample Tweets

*OPTION 1*

Any state employee can help their fellow Texan when they support the State Employee Charitable Campaign. Giving a little can go a long way for a cause you care about. Click here to give: <https://www.secctexas.org/index.php/how-give>

#SECCTexas #WhyDoYouGive

*OPTION 2*

Today is a great day to help a vital Texas charity. State employees can show their support when they donate to the SECC. Donate at <https://www.secctexas.org/index.php/how-give>

#SECCTexas #WhyDoYouGive

*OPTION 3*

Texas charities take care of countless people, animals, and environments throughout the Lone Star State. Will you help them continue their vital work? Give what you can to the 2024 SECC <https://www.secctexas.org/index.php/how-give>

#SECCTexas #WhyDoYouGive

### Sample Social Media Blasts

**TWO WEEKS BEFORE CAMPAIGN -**

Calling all [Agency/ University name] employees! The State Employee Charitable campaign

kicks off on [campaign start day here]. These charities help veterans, domestic abuse survivors, all kinds of animals and environments, cancer survivors, and many more Texas inhabitants. Support the charities and neighbors you care about by making a contribution! [button/link if applicable or instruction to pledge]

#SECCTexas #WhyDoYouGive

**CAMPAIGN LAUNCH -**

Hey [Agency/ University name] employees, the SECC is here! Across Texas, whether you want to support education, the environment, kids, veterans, animals, or other causes, SECC is your place to lend a hand. [button/link if applicable or instruction to pledge] #WhyDoYouGive

#SECCTexas

**CAMPAIGN MID-POINT -**

Every day, state employees dedicate their time and talents as public servants. With SECC, these hard-working Texans also invest in charities that strengthen our state and communities. With one month remaining, we can make a difference together for the places, people, and species we love. Please contribute today and help Texas thrive.

[button/link if applicable or instruction to pledge]

#SECCTexas#WhyDoYouGive

**CAMPAIGN END - Last Chance**

Last call for [Agency] employees! There is one day remaining in the State Employee Charitable Campaign to help a [charity](https://secctexasgiving.org/_root/index.php?content_id=1630) of your choice. Please do not miss the opportunity to help our fellow Texans in need!

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

#SECCTexas#WhyDoYouGive

**CAMPAIGN FOLLOW-UP - Thank You**

Thank you [Agency/ University name] employees for another successful State Employee Charitable Campaign! Your generous contributions make it possible for charities to make impactful changes in the lives of Texans just like you. [Follow your charity of choice online](https://secctexasgiving.org/_root/index.php?content_id=1630) to see the impact your help is making on people, animals, and environments throughout our beautiful state. Thank you so much!

#SECCTexas#WhyDoYouGive

### SECC Talking Points

● For 30 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 $205

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 30 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, 16,000 employees across Texas donated $4.8 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 $288 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.

● Nearly 1,000 local and statewide charitable organizations participate in the SECC

and work to ensure that all Texas neighborhoods and communities thrive.