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**2021 SECC Communications**

**General Talking Points/ Info to Share**

* For more than 27 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 $195 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 27 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 $5.5 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 $279 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/index.php/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/>

**2021 Hashtags:**

#Stronger2gether

#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!

#Stronger2gether #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>  #Stronger2gether #WhyDoYouGive #SECCTexas

**Sample emails and social media posts**

Two weeks before campaign: Get ready!

**Sample social media post:**

Calling all [Agency/ University name] employees! The State Employee Charitable campaign kicks off on [campaign start day here] - that's just two weeks away. Make your payroll contribution to a [nonprofit of your choice](https://secctexasgiving.org/_root/index.php?content_id=1630) and help build a stronger Texas all year long! #SECC #Stronger2gether #WhyDoYouGive #SECCTexas

**Sample email:**

Sender: Workplace Ambassador or Committee Chair

Subject: Join our SECC committee

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Dear [Employee name],

We are making plans for the [Agency/ University name] State Employee Charitable Campaign and I would be delighted if you would serve as a member of the campaign steering committee. We need passionate people like you to represent our (Agency/ University) and help us run a successful campaign.

As a member of the campaign committee, you will play a key role in helping to educate, energize and inspire action among our co-workers. We welcome your help to plan and implement our campaign strategy, as well as organize fun and educational events that engage our (Agency/ University).

Serving on our committee is also a great way to sharpen your leadership skills and deepen relationships with colleagues while helping spread the philanthropic message throughout our workplace.

The time and effort that you contribute as a member of our SECC committee is truly appreciated.

Sincerely,

[Name]

Workplace Ambassador, [Agency/ University name]

Campaign Launch: IT’S HERE!

**Sample social media post/ email blast:**

Hey [Agency/ University name] employees, the SECC is here! The State Employee Charitable campaign is officially open and ready for you to participate. Make your payroll contribution to [your favorite non-profit](https://secctexasgiving.org/_root/index.php?content_id=1630) today and help keep Texas strong! #Stronger2gether #WhyDoYouGive #SECCTexas

**Sample email:**

Sender: Workplace Ambassador

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

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Dear Friends,

Today’s the day! We’re launching our State Employee Charitable Campaign and with your support, all of us here at [Agency/ University name] can help tackle the biggest problems that Texas is facing and help create an environment of opportunity for all.

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. Together, we can build stronger communities made up of healthy children and families, thriving economic conditions, good education options, and more.

**Join your co-workers in making a payroll contribution and help us meet our goal of [MONETARY OR PARTICIPATION RATE GOAL]**!

The best part? The money that you contribute is invested in the charity of your choice, working to make the difference in the community that you want to see.

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

Thank you in advance for showing our community what we’re all about here at [Agency/ University name]. We’re so lucky to have 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 the State Employee Charitable Campaign. That means you have (how much time remains) left to make your payroll contribution to your [chosen non-profit](https://secctexasgiving.org/_root/index.php?content_id=1630). Please contribute today and help build stronger, healthier Texas communities all year long! #Stronger2gether #WhyDoYouGive #SECCTexas

**Sample email:**

Send time: Middle of campaign

Sender: Workplace Ambassador

Subject: Remember why we invest in our community!

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[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 in across Texas can have a chance for a better life. Contribute through the SECC and help create strong communities made up of healthy children and families, thriving economic conditions, good education options, and more.

**Join your co-workers in making a payroll contribution and help us meet our goal of [MONETARY OR PARTICIPATION RATE GOAL]**!

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.

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

Thank you for your generous donation,

[Name]

Workplace Ambassador, [Agency/ University name]

Campaign End: LAST CHANCE!

**Sample social media post / email blast:**

Last call for [Agency] employees! The State Employee Charitable Campaign was a blast this year but time flies when you’re having fun. There is only one day left to make your payroll contribution to a [non-profit](https://secctexasgiving.org/_root/index.php?content_id=1630) of your choice. Please donate today and help keep Texas strong! #Stronger2gether #WhyDoYouGive #SECCTexas

**Sample email:**

Send time: Day before the end of campaign

Sender: Workplace Ambassador

Subject: Last chance to make a difference through the SECC!

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If you’ve been waiting for the right time to join our State Employee Charitable Campaign, this is it!

**Today is the last day to make a payroll contribution.** Join [PARTICIPATION RATE]% of your co-workers who care about their community by contributing to [vetted non-profits participating in the SECC](https://secctexasgiving.org/_root/index.php?content_id=1630) in order to create an environment of opportunity for all.

**You decide where your money goes! The money that you contribute is invested in the charity of your choice, working to make the difference that you want to see.**

[PLEDGE] - *button/link if applicable*

Your contribution will send a loud and clear message that [Agency/ University name] is investing in the future of Texas. I think that in the next 24 hours, we can achieve a higher participation rate than ever before!

Thank you for everything you do to change lives in our community!

[Name]

Workplace Ambassador, [Agency/ University name]

Follow-up: THANK YOU!

**Sample social media post email blast:**

Thank you [Agency/ University name] employees for another successful State Employee Charitable Campaign! Your generous contributions make it possible for non-profits to make tangible, positive changes in communities every day. When we work together, we make Texas stronger. Thank you! #Stronger2gether #WhyDoYouGive #SECCTexas

**Sample email:**

Send time: After the campaign

Sender name: Workplace Ambassador

Subject: Thank you!

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Join me in celebrating the incredibly successful SECC Pledge Drive! 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 non-profits in the State Employee Charitable Campaign, totaling $[number of dollars]!

While I have the honor to share this great news, I’m really not speaking for myself alone, I’m thanking 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]