

Top 10 SECC Ideas from Courtney, a Seasoned Volunteer!

1. Give out Advanced Thank You's with a personal note, baked goodies, and the Giving Guide. If at all possible, make this connection face to face instead of sending it.
2. Track your progress. "A tracked number grows". The more you track your progress per week/ per month, the more it will grow. Involve all employees and perhaps put a tracking device/thermometer on your intranet.
3. Start a friendly competition by splitting your employees into specific teams and come up with a prize that they will all work for. (i.e. Free Jean Day pass for a week).
4. Host a mini-charity event half way through the campaign. Throw in an ice cream social or cake walk during this event. This serves two purposes: charities get exposure and more face time with individuals (creating a personal connection) and employees enjoy a quick break from work and get to learn about charities they may wish to give to.
 - a. Offer an incentive for everyone who participates or turns their pledge form in on this date.
5. Host a celebration lunch/party to celebrate all of the successes from your campaign. The entire theme is celebratory including the music, decorations, etc.
6. Ask for employees to share stories of how charities have made an impact on their lives or other family members.
7. Provide sufficient information to your employees.
8. PLAN AHEAD and be prepared!!!
9. Begin traditions in your office so everyone looks forward to it each year.
10. If you are a Departmental Executive, surround yourself with a team who is creative and can bring different strengths to the campaign each year.