



2017 Power of Giving Talking Points

Use these talking points to tie this year's SECC theme – Power of Giving – into your messages and conversations.

- Every donation has the power to make a difference.
- By donating through the SECC, you make a powerful difference to a cause that is important to you while also being part of a larger philanthropic effort with significant impact.
- Together, state employees' donations are making a powerful and positive impact in our community.
- Payroll deduction makes it easy to afford a powerful gift, allowing you to make small payments from each paycheck.

Tips for Engaging with State Employees

- SECC participating charities **may not** directly solicit state employees. This includes emailing state employees at their work email.
- Charities **can** share their designation code and information about their work to inform potential donors of your impact and participation in the SECC.
- If you are asked to speak to state employees at an SECC event, you must state that your charity is one of many participating charities doing similar work before you talk about your organization's work. For example, you could say, "XX Organization is one of many SECC charities feeding hungry children. Let me tell you about what we are doing in your community."

SECC Fast Facts

- The SECC is the only campaign authorized to solicit state employees in the workplace.
- The statewide campaign officially kicks off on August 18 and runs through November 30 (December 31 for Universities).
- The minimum donation to designate to a specific charity is \$10.
- More than 900 charities are eligible for contributions in this year's campaign.
- State employees donated \$3,879,135 to the campaign last year and over \$103 million since the campaign began.
- 19,379 state employees contributed to causes they cared about in 2016.