



Team Captain Guide

Thank you!

By agreeing to serve as a State Employees Combined Campaign (SECC) Team Captain, you join a select group of state employees who have been leading efforts to support charities serving North Carolina residents since 1985. Thanks to the leadership of volunteers like you, state employees have contributed more than \$100 million to charities serving North Carolina residents.

Your Role as a Team Captain

As a Team Captain you are the "go-to" person for educating, motivating, and inspiring your fellow employees. This means:

- Working with your Department Executive and PIO to plan a positive and informative campaign;
- Personalizing your campaign to your employee group by involving your coworkers;
- Obtaining support from management and senior leadership;
- Ensuring each employee is given the opportunity to make an informed decision regarding their individual pledge;
- Addressing questions and challenges during the campaign, with the help of your Department Executive;
- Reporting campaign results by calculating and sending pledge and report forms weekly to the SECC office; and,
- Thanking all donors who pledge or donate.

SECC: A state employee tradition for more than 30 years

The SECC is the official workplace giving campaign for state employees and is the only authorized fundraising campaign permitted to solicit charitable contributions in the state employee workplace. Established in 1984, the Campaign operates under regulations codified in Title 1, Chapter 35 of the NC Administrative Code.

The Governor appoints the state chair of the SECC each year. The 2016 chair is Secretary Donald van der Vaart of the Department of Environmental Quality. The Campaign is organized, led, and managed by each agency and university.

No state funds are used to run the campaign. Operational support is provided through campaign pledges with a 10% maximum cap. United Way of North Carolina has been proud to serve as the contracted State Campaign Organization administering the SECC since the campaign was established.

Important Dates

August

Tuesday, August 16 ~ 1:00 pm
First Raleigh Team Captain Workshop
SECU, 12th Floor

Friday, August 19 ~ 11:00 am
Statewide Campaign Kick-Off
Bicentennial Plaza, Raleigh

Wednesday, August 24 ~ 11:00 am
Morganton Team Captain Workshop
Broughton Hospital

Friday, August 26 ~ 11:00 am
Greenville Team Captain Workshop
Pitt County Agricultural Auditorium

Wednesday, August 31 ~ 11:00 am
Raeford Team Captain Workshop
Southern Coastal Plains Training Center

September

Wednesday, September 14 ~ 1:00 pm
Second Raleigh Team Captain Workshop
SECU 12th Floor

Team Captain Checklist



Important First Steps

- Discover your Power of Giving! Think about the issue(s) and organization(s) that are close to your heart.
- Attend a training workshop (see "Important Dates" on front or on ncsecc.org) to learn best practices for engaging your colleagues.
- Review last year's campaign with your Department Executive to discuss what worked and what you would like to do differently, including the possibility of using ePledge if you haven't in past campaigns.
- Don't do it alone! Recruit a POWERful team.
 - Recruit coworkers who care about the community and are excited about the campaign.
 - Recruit one volunteer for approximately every 25 employees.
- Develop a fun and exciting plan that includes a kickoff and timeline, charity fairs, employee meetings, and other activities and events.
- Work with your Department Executive to engage senior leadership and management in promoting the campaign and encouraging participation.
 - Share your campaign plan and get their endorsement.
 - Strategy ideas include: campaign kick-off announcement, attending events, and thank you notes to staff who donate.
- Work with your PIO to publicize the campaign and place posters in highly visible areas to educate, inform, and build enthusiasm among your coworkers.

We have resources to help!

Visit NCSECC.org for a volunteer toolkit containing: videos, media templates, sample campaign plans, logos, social media graphics, and more!



SECC Staff: 919-821-2886
seccsupport@ncsecc.org
NCSECC.org

During Your Campaign

- Lead by example and consider a personal pledge.
- Provide opportunities for every employee to participate.
 - Host a fun and engaging kick-off event
 - Distribute campaign materials (i.e. Giving Guides and pledge forms)
 - Be sure everyone in your employee group is asked to participate in the campaign by you or a member of your campaign team.
- Convey the Power of Giving in each donation.
 - Tell your story. Talk about the causes you support and why you support them.
 - Invite your coworkers to use their individual power to make a difference in a way that is important to them.
 - Share the benefits and impact of payroll deduction.
- Host a charity fair or schedule charity speakers to make presentations at staff meetings and/or agency events.
- Follow the NCSECC on Facebook and Twitter. Share your campaign results, events, videos, photos, and other campaign information using [#seccpowerofgiving](https://twitter.com/seccpowerofgiving).

Wrapping Up Your Campaign

- Collect pledge forms, verify proper completion, and submit to SECC office weekly with correct report form.
- Develop a thank-you plan for volunteers and donors.
- Follow-up on pledge forms not received.
- Complete the final report form as soon as your campaign is complete. Final submission for pledges is November 30.

Thank you!
You make the campaign successful!