



Department Executive Guide



THANK YOU!

By agreeing to serve as a State Employees Combined Campaign (SECC) Department Executive, 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 \$115 million to charities serving North Carolina residents.

THE SECC IS GOING GREEN!

We are aligning the campaign with taking care of the state's natural resource health. With EarthShare NC as the campaign manager, we are using high quality digital platforms, reducing quantity of paper giving guides, and ensuring 30% recycled content and Forest Service Certified sourcing of paper for all the materials. This means using less energy and water, producing lower carbon emissions, and ensuring that products come from responsibly managed forests that provide environmental, social, and economic benefits.

give

ROLE OF A DEPARTMENT EXECUTIVE

- Recruiting or facilitating the appointment of SECC team captains for each division/location of the agency
- Meeting with team captains prior to the start of the Campaign to discuss your campaign
- Communicating weekly with team captains on Campaign progress;
- Working with team captains to ensure every employee in their division/location has been personally contacted by someone representing the Campaign;
- Helping team captains address questions and challenges during the campaign;
- Ensuring team captains tally and send forms and summary reports to the SECC office weekly

MAKING A DIFFERENCE TOGETHER

Important First Steps

- Meet with your SECC staff person to plan your campaign
- Recruit SECC team captains for each division/ office
- Complete and submit your department's dissemination spreadsheet
- Notify team captains of August statewide campaign workshops and ensure attendance at a minimum of one. (DEs should plan to attend a Raleigh workshop and as many regional workshops as possible to ensure department visibility.)
- Meet with your team captains to create a fun, creative campaign plan and timeline. Events are a great way to promote campaign awareness and encourage individual giving.
- Work with your PIO to create an agency-wide communications plan utilizing the volunteer and PIO toolkits available on the SECC website
- Develop a plan for your department's leadership ask. State Advisory Committee members are available for support and assistance if needed
- Recruit volunteers to help pack materials in August at the SECC office in Cary

During Your Campaign

- Consider making a pledge.
- Encourage, motivate, and support team captains to ensure 100% ask
- Follow NCSECC on Facebook and share your campaign results, events, videos, photos, and other campaign information using the hashtag #seccpowerofgiving.
- Host a charity fair or schedule charity speakers to make presentations at staff meetings and/or agency events Communicate with your team captains on a weekly basis and utilize campaign public awareness tools and the SECC website
- Watch the Campaign Progress page of the SECC website for campaign results to ensure reports are properly accounted for

Wrapping Up Your Campaign

- Develop a thank-you plan for volunteers and donors
- Follow-up with team captains about late pledges
- Continue sending pledges with report forms to the SECC office



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