



give

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 \$110 million to charities serving North Carolina residents.

What is the Department Executive Program?

Established in 1998, the Department Executive (DE) Program serves as a vital link between campaign volunteers and the Administration and campaign coordinators.

Department Executives are talented, motivated, energetic leaders who serve as advocates for the Campaign and its impact on North Carolina communities. These critical volunteers manage the Campaign for their agency or university and work closely with team captains and communications staff to ensure all state employees have the opportunity to participate.

SECC: A tradition for state employees 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 SECC State Chair each year. The 2019 Co-Chairs are Deputy Secretaries Christy Agner and Mark B. Edwards, Jr. of the Department of Administration. 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 12% 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.

The role of a Department Executive

Department Executives manage the SECC for their agencies. This means:

- 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;
- Coordinating with the PIO or appointed communications specialist to publicize the Campaign within the agency;
- 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;
- Thanking all of your agency's volunteers who helped to make the campaign a success.

Department Executive Checklist



Important First Steps

- Discover your Power of Giving!
- 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.
- Attend the statewide Kick-Off on August 2!

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. Target completion date no later than November 30.

Thank you!

You make the campaign successful!

Important Dates for Department Executives

Friday, August 2, 11:00 am	Statewide Campaign Kick-Off – Bicentennial Plaza
Tuesday, August 13, 9:00 am	Raleigh Team Captain Workshop – NC Rural Center
Thursday, September 5, 9:00 am	Raleigh Team Captain Workshop – NC Rural Center
Thursday, October 31, 2:00 pm	DE and TC Networking Session – Location TBD
December TBD	Final DE Wrap-Up Meeting – Location TBD
February 2019, TBD	Campaign Recognition Event – Location TBD

Additional information available on our website at: <http://www.ncsecc.org/volunteer-trainings-workshops>

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