

give

making a difference together



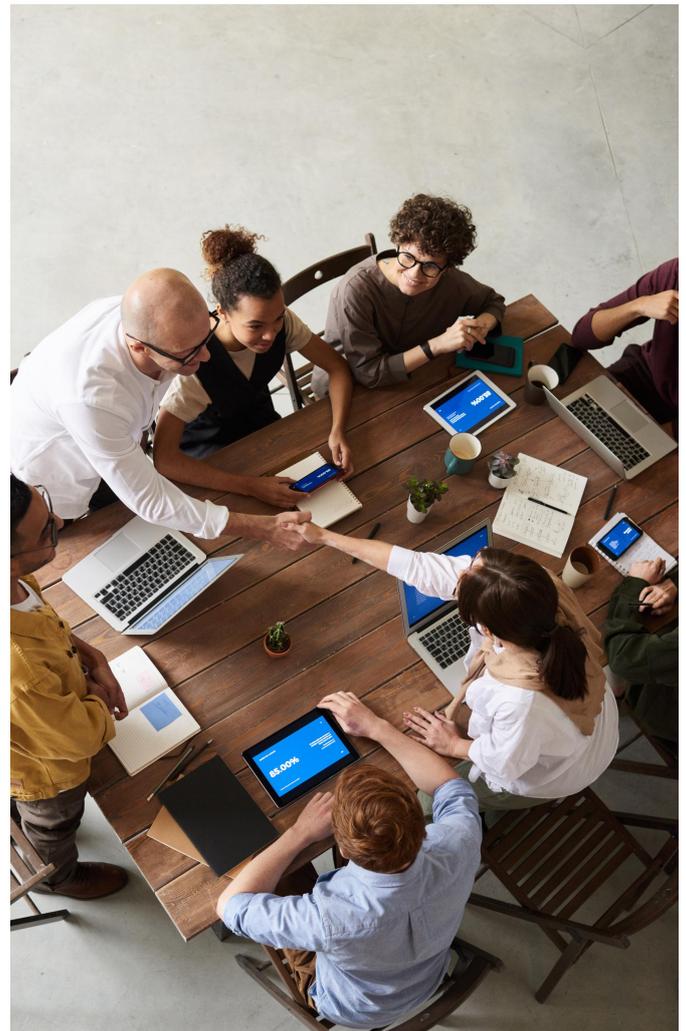
TEAM CAPTAIN GUIDE

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 \$115 million to charities serving North Carolina residents.

Your Role as a Team Captain

- Working with your Department Executive (DE) 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 DE
- Reporting campaign results by calculating and sending pledge and report forms weekly to the SECC office



MAKING A DIFFERENCE TOGETHER!

Important First Steps

- Think about the issue(s) and organization(s) that are close to your heart
- Attend a training virtual workshop 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



Thank You!
You make the campaign successful!

During Your Campaign & Wrap Up

- 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 SECC on Facebook and Twitter Share your campaign results, events, videos, photos, and other campaign information using #seccpowerofgiving.
- 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