



2020 Making A Difference Together Talking Points

Use these talking points to tie this year's theme – Making A Difference Together – 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, our donations are making a powerful and positive impact in our local, national, and global communities.

Talking Points – Steps to help donors find their power of giving

- Your donation to a cause that's important to you is your personal power of giving!
- Start by asking yourself, "What's important to me?"
- Think about the people and causes you care about, your hobbies and interests, and things you would like to change or are concerned about.
- Visit NCSECC.org and search by type of service to find charities that match your interests.
- Give a powerful gift through ePledge contribution or an SECC pledge form. Small monthly payroll deduction pledges allow you to make a more powerful impact over time.

2020 Fast Facts

- The statewide campaign officially kicks-off on September 1 and runs through November 30 (December 31 for Universities).
- State employees donated over \$3 million to the campaign last year and over \$115 million since the campaign began in 1985.
- No state monies are used to run the campaign.
- Almost 900 charities are eligible for contributions in this year's campaign.
- Over 16,000 state employees contributed to causes they cared about in 2019.



The State Employees Combined Campaign (SECC) – A Tradition of Caring

- The SECC was established by Governor Jim Hunt in 1984 as a federated campaign allowing state employees to support charities that are reviewed and approved for participation annually. Almost 900 charities were approved to participate this year.
- The SECC is the only authorized charitable campaign in the workplace and allows employees to choose payroll deduction as a payment option. SECC rules are codified in Title 1, Chapter 35 of the NC Administrative Code.
- No state monies are used to run the campaign. Operational support is provided through campaign pledges with a 11% maximum cap.
- EarthShare NC (www.earthsharenc.org) is proud to serve as the contracted State Campaign Organization administering the SECC for the State of NC.
- The campaign is organized, led and managed by each agency and university. Each agency head and university chancellor must designate their Campaign Leader, who in turn organizes, plans, and conducts their agency or university campaign. He or she must also recruit, train, manage and recognize SECC volunteers across the state or campus.
- The Governor appoints the State Chair of the SECC. Doug Holbrook, Chief Financial Officer for Public Safety & Jon Minshew, Chief Customer Officer for Information Technology are the 2020 Co-Chairs.
- The campaign website, with additional information, is www.ncsecc.org.