

***Campaign Kick-Off e-Blasts***

*Option 1 – Paper Pledge Form*

**Subject: Making a Difference Together!**

You have the power. That’s right – ***you!***

Thanks to the generosity of state employees like you, more than $118 million has been donated to local, national, and global charities through the state Employees Combined Campaign (SECC). ***That's the Power of Giving!***

Our (department's/division's/etc.) SECC Campaign kicks off on (date). Won't you continue our proud state employee tradition of making a powerful difference by making a pledge this year? Every contribution has the power to make a difference! (***option if you have a goal for your department:*** Every pledge has the power to help us reach our goal of $XX.)

(Insert sentence or two about the logistics of your campaign so the reader will know what to expect next. This is especially important for new employees who may not be familiar with the campaign. Here is an example: You will receive your pledge form and Giving Guide in the next week. Please fill it out and return it to (Team Captain's/Volunteer's name).)

We're making a difference together - thank you for your support!

*Option 2 – ePledge Form*

**Subject: Making a Difference Together!**

You have the power. That's right - YOU!

Thanks to the generosity of state employees like you, more than $118 million has been donated to local, national, and global charities through the state Employees Combined Campaign (SECC).***That's the Power of Giving!***

Our (department's/division's/etc.) SECC Campaign kicks off on (date). Won't you continue our proud state employee tradition of making a powerful difference by making a pledge this year? Every contribution has the power to make a difference! (**option if you have a goal for your department:** Every pledge has the power to help us reach our goal of $XX.)

(Insert sentence or two about the logistics of your campaign so the reader will know what to expect next. This is especially important for new employees who may not be familiar with the campaign. Here is an example: You will receive an email on (date first ePledge email will be sent) with your personal link to the SECC ePledge site. Simply click the link to make your pledge online.)

We're making a difference together - thank you for your support!

***Mid-Campaign e-Blasts***

*Option 1: Paper Pledge Form*

**Subject: Want to Make a Difference?**

Every year, donations from generous state employees like you help hundreds of charities make our state, nation and world a better place.

Let's keep the momentum going! If you haven't had a chance to make your donation, there's still time to use your "Power of Giving" and make a difference for a cause you care about. Please fill out your pledge form and return it to (Team Captain's/Volunteer's name) today.

If you've already donated to this year's SECC - **THANK YOU!** Together, we're making a powerful difference.

*Option 2: ePledge Form*

**Subject: Want to Make a Difference?**

Every year, donations from generous state employees like you help hundreds of charities make our state, nation and world a better place. If you've already donated to this year's SECC - **THANK YOU!** Together, we're making a powerful difference.

Let's keep the momentum going! If you haven't had a chance to make your donation, there's still time to use your "Power of Giving" to make a difference for a cause you care about. You will receive an email on (date) with your personal link to the SECC ePledge site. Simply click the link to make your pledge online.

Thank you and remember - your gift has the power to make a difference!

***Wrap-Up e-Blasts***

*Option 1: Paper Pledge Form – You set but haven’t met your goal.*

**Subject: There’s Still Time to Give with the SECC!**

We only have ($XX) left to reach our (department's/division's/etc.) SECC goal of ($XX). **THANK YOU** to everyone who has pledged already!

If you haven't donated, today is ***your last chance*** to help us reach our goal! Won't you make a ***powerful difference*** by pledging to a charity of your choice today?

It's as simple as filling out your pledge form and returning it to (Team Captain's/Volunteer's name).

Thank you for your support - you have the power to make a difference!

*Option 2: ePledge Form – You set but haven’t met your goal.*

**Subject: There’s Still Time to Give with the SECC!**

We only have ($XX) left to reach our (department's/division's/etc.) SECC goal of ($XX). **THANK YOU** to everyone who has pledged already!

If you haven't donated, today is ***your last chance*** to help us reach our goal! Won't you make a ***powerful difference*** by pledging to a charity of your choice today?

It's as simple as clicking on the link in the email you received on (date ePledge reminder was sent) with your personal link to the SECC ePledge site.

Thank you for your support - you have the power to make a difference!

*Option 3: Paper Pledge Form – you didn’t set a goal.*

**Subject: There’s Still Time to Give with the SECC!**

If you've already donated to the SECC - **THANK YOU!** Together, we're making a powerful and positive impact in our local, national and global communities.

If you haven't donated, today is ***your last chance*** to use your power of giving to ***make a difference for an entire year!*** Won't you make a pledge to a charity of your choice today?

It's as simple as filling out your pledge form and returning it to (Team Captain's/Volunteer's name).

Thank you for your support - you have the power to make a difference!

*Option 4: ePledge Form – you didn’t set a goal.*

**Subject: There’s Still Time to Give with the SECC!**

If you've already donated to the SECC - THANK YOU! Together, we're making a powerful and positive impact in our local, national and global communities.

If you haven't donated, today is ***your last chance*** to use your power of giving to ***make a difference for an entire year!*** Won't you make a pledge to a charity of your choice today?

It's as simple as clicking on the link in the email you received on (date ePledge reminder was sent) with your personal link to the SECC ePledge site.

Thank you for your support - you have the power to make a difference!

*Option 5: Paper Pledge Form – you set & met your dollar goal, but still have people who haven’t participated.*

**Subject: There’s Still Time to Give with the SECC!**

**THANK YOU** to everyone who has pledged to the SECC already! Thanks to you, we've met our goal of $XX!

If you haven't donated, you have the opportunity to help us make an even more powerful difference. Today is ***your last chance*** to make your pledge! Won't you make a ***powerful difference*** by pledging to a charity of your choice today?

It's as simple as filling out your pledge form and returning it to (Team Captain's/Volunteer's name).

Thank you for your support and remember - you have the power to make a difference!

*Option 6: ePledge Form – you set & met your dollar goal, but still have people who haven’t participated.*

**Subject: There’s Still Time to Give with the SECC!**

**THANK YOU** to everyone who has pledged to the SECC already! Thanks to you, we've met our goal of $XX!

If you haven't donated, you have the opportunity to help us make an even more powerful difference. Today is ***your last chance*** to make your pledge! Won't you make a ***powerful difference*** by pledging to a charity of your choice today?

It's as simple as filling out your pledge form and returning it to (Team Captain's/Volunteer's name).

Thank you for your support and remember - you have the power to make a difference!