**2023 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. Payroll starts in January! Minimum has been lowered to only $3 a month!

**2023 Fast Facts**

* The statewide campaign officially kicks-off September 1st and runs through December 31.
* State employees donated over $2.3 million to the campaign last year and over $120 million since the campaign began in 1985.
* No state monies are used to run the campaign.
* 777 charities are eligible for contributions in this year’s campaign.
* Over 10,000 state employees contributed to causes they cared about in 2022.
* Charity Service/Impact areas highlighted on page 2 – each of our SECC included charities falls into at least one, if not multiple, service/impact areas. Search using <https://ncsecc.org/find-a-charity/>

**CHARITY SERVICE/IMPACT AREAS**

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| **Aging/Senior Services** |
| **Animal/Wildlife Services & Protection** |
| **Arts & Culture** |
| **Children & Youth Development** |
| **Civil/Human Rights & Social Justice** |
| **Community Development/Impact** |
| **Disabilities & Special Needs Services** |
| **Disaster Readiness/Relief & Public Safety** |
| **Domestic Violence & Child Abuse/Neglect** |
| **Economic/Employment & Financial Services** |
| **Education & Learning Resources** |
| **Environment - Conservation & Sustainability** |
| **Faith Based Services** |
| **Family Planning** |
| **First Responders/Emergency Assistance** |
| **Food Assistance & Agriculture/Nutrition Education** |
| **Foundations - Educational** |
| **Hospice & Palliative Care** |
| **Housing Resources/Assistance** |
| **Humanitarian Aid & Relief** |
| **Medical - Children** |
| **Medical - Disease Research** |
| **Medical - Healthcare Resources** |
| **Mental Health & Crisis Intervention** |
| **Military/Veterans Services** |
| **Recreation & Sports** |