

# Department Executive Guide



## *Thank You!*

By agreeing to serve as a State Employees Combined Campaign (SECC) Department Executive (DE), you join a select group of state employees who have been leading efforts to support charitable nonprofits serving North Carolina residents since 1984.

Thanks to the leadership of volunteers like you, for 40 years, state employees have contributed more than \$125 million to charities serving North Carolina residents.

## *Role of a DE*

- Recruit SECC Team Captains (TC) for each division/office.
- Meet with TC prior to the start of the Campaign to discuss your campaign plan.
- Communicate weekly with TC on Campaign progress.
- Work with TC to ensure every employee in their division/office has been personally asked to consider donating.
- Help address questions and challenges during the campaign.
- Ensure TC tally and send forms & summary reports to the SECC office weekly.



## *Going Green*

Since our transition to EarthShare NC as the campaign manager, we've been using high quality digital platforms, reducing quantity of paper giving guides, and ensuring 30% recycled content and Forest Service Certified sourcing of paper for all materials. This means using less energy and water, producing lower carbon emissions, and ensuring that products come from responsibly managed forests that provide environmental, social, and economic benefits.



## Important First Steps

- Meet with your SECC staff person to plan your campaign.
- Recruit SECC Team Captains (TC) for each division/office.
- Complete and submit your department's dissemination spreadsheet.
- Notify TC of volunteer workshops and ensure attendance at one (DEs should plan to attend as many regional & virtual workshops as possible to ensure department visibility).
- Develop a plan to engage your department's leadership, and encourage them to sign your department up for e-pledge (online giving platform).
- Meet with your TC to create a fun, creative campaign plan and timeline - social media and events are a great way to promote campaign awareness and encourage individual giving.
- Work with your communications team to create an agency-wide communications plan utilizing the volunteer toolkit available on the SECC website.
- Be sure all volunteers become familiar with new marketing materials, including the 2021 SECC video, and new website charity search engine to share with other employees.
- Remember that State Advisory Committee members are available for support and assistance if needed!

## During Your Campaign

- Lead by example and consider making a pledge!
- Encourage, motivate, and support TC to ensure 100% of employees are asked to consider donating.
- Follow NCSECC on social media 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 TC on a weekly basis and utilize campaign awareness resources on the SECC website.
- Watch the Campaign Progress page of the SECC website for campaign results to ensure reports are properly accounted for.

## Wrapping Up

- Develop a plan for thanking volunteers and donors.
- Follow-up with TC about last minute pledges.
- Continue sending pledges with report forms to the SECC office
- Invite your team to be creative and share the fun with us on social media to help spread the joy and impact of the campaign!