

# Team Captain Guide



## Thank You!

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 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, our nation and the world.

## Role of a Team Captain

- Work with your Department Executive (DE) and Communications Team to plan a fun, positive and informative campaign.
- Personalize your campaign by involving your coworkers.
- Obtain support from management and senior leadership.
- Ensure each employee is given the opportunity to make an informed decision regarding their individual pledge.
- Address questions and challenges during the campaign, with the help of your DE.
- Report campaign results by calculating and sending pledge and report forms at least twice a month to the SECC office.



## 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

- Think about the issues and organizations that are close to your heart.
- Attend a SECC workshop to learn best practices for engaging your colleagues.
- Review last year's campaign with your DE to discuss what worked well and what new engagement strategies can be implemented.
- Recruit coworkers who care about the community and are excited about the campaign.
- Develop a fun and exciting plan that includes a kickoff, timeline, charity fairs, employee meetings, and other activities and events.
- Work with your DE to engage senior leadership in promoting the campaign. Some ideas include a campaign kick-off announcement, coordinating & attending events, thank you notes to staff who participate, and sharing the marketing materials from our website.
- Share the many ways to give! Work with your DE to come up with a plan to inform all employees about the convenience and impact of e-pledge and/or using the Adobe PDF digital pledge form, as well as payroll deduction.
- Work with your communications team to publicize the campaign - consider including marketing material from our website in your newsletter, share on social media platforms, and hang flyers around the office.

## During Your Campaign

- Lead by example and consider a personal pledge!
- Be sure everyone in your employee group has the opportunity to participate.
- Host a fun and engaging kick-off event for your team.
- Distribute campaign materials (i.e. Giving Guides and pledge forms).
- Tell your story! Talk about the causes you support and why you support them.
- Send weekly engagement emails to all employees about the various campaign service areas.
- Host a charity fair or schedule charity speakers to share information at meetings and/or agency events.
- Follow the SECC on social media and share your campaign progress, events, videos, photos, and other information using **#seccpowerofgiving**.

## Wrapping Up

- Collect pledge forms, verify proper completion, and submit to SECC office weekly with correct report form.
- Develop a plan to thank volunteers and donors.
- Follow-up on pledge forms that have not been received.
- Have fun! Invite your team to be creative and share the fun with us on social media to spread the joy and impact of the campaign.