



2024 Houston State Employee Charitable Campaign

UH Campaign Kick-Off Training

Campaign Overview

Examples of Charities Served:

- Houston Food Bank
- St. Jude's Childrens Research Hospital
- Doctors Without Borders
- Houston SPCA
- United Way of Greater Houston

State of Texas employees have contributed more than \$209 MILLION through the SECC since its inception in 1993, providing aid to their family, friends, neighbors, and countless others in need across our state.

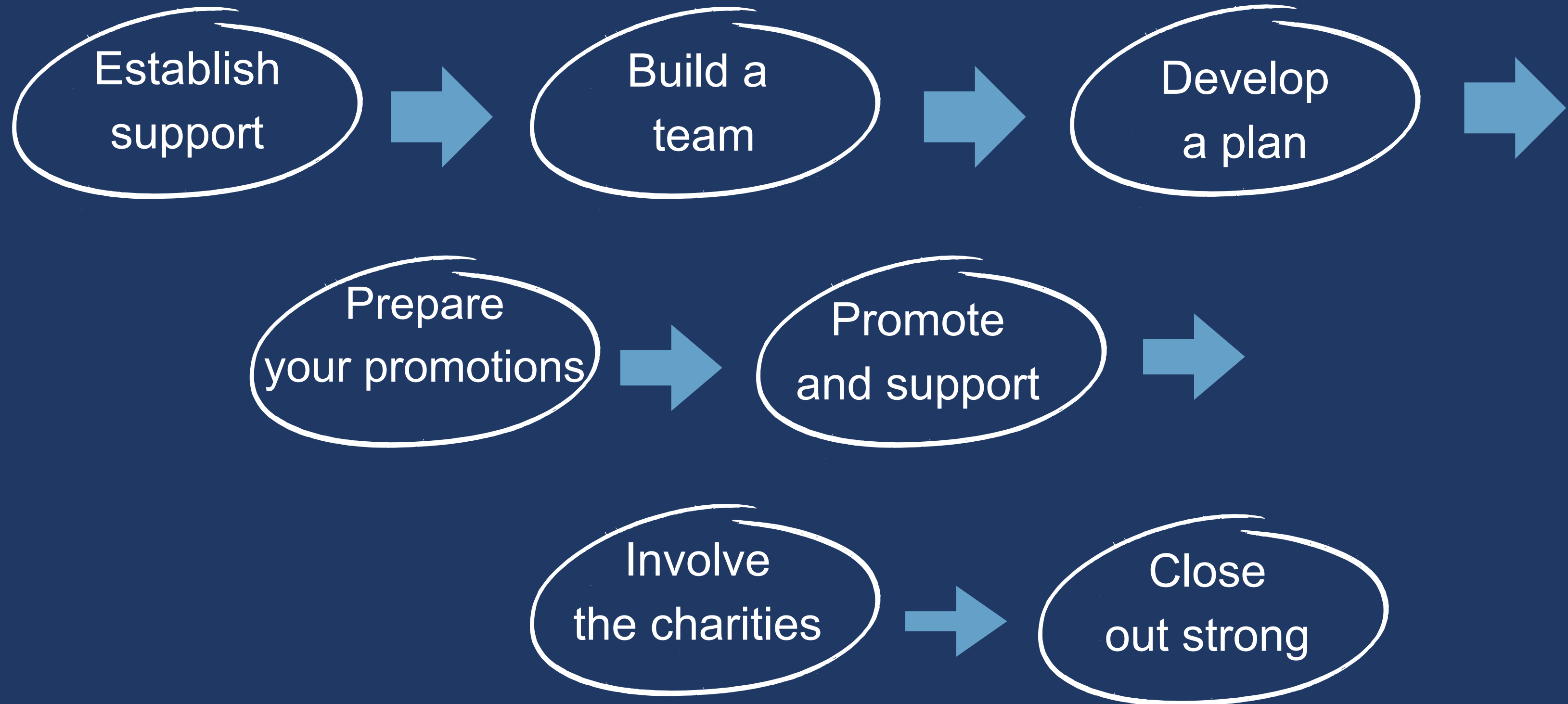


Campaign Overview

Emphasize Payroll Deductions:

- Convenience of already existing payroll system
- Cost-effective automatic deductions
- Ease of giving more via monthly deductions vs yearly one-time check or credit card
- Efficient, year-round funding source for charities

Workplace Giving Best Practices





Campaign Planning

- Schedule a campaign planning meeting
- Set goals and themes
- Distribute paper pledge forms and directories. Make electronic pledge forms and directories available where possible
- Host events and invite speakers. Have a charity fair at your office, or invite a charity to speak to your virtual staff meeting



Communication Ideas

- Endorsement letters from top management
- Employee testimonials
- Charity stories, videos to include in emails and communications
- SECC reminders in email signatures
- Provide progress reports
- Discuss SECC during staff meetings or other employee gatherings (in person or virtual)

Make use of SECC-provided template emails and other communications – don't reinvent the wheel!



How Far Can A Contribution Go?

\$2/month for one year:

Provides vital cancer survivorship information and support to 80 cancer survivors

\$5/month for one year:

Underwrites equipment and supplies for five people to spend a morning cleaning a beach or river

\$10/month for one year:

Pays for a veteran's occupational certification to find employment

\$20/month for one year:

Provides food for one guide dog in advanced training

In Person and Virtual Events

Bake Sale/
Recipe Sharing
or Employee
Cookbook

In-office or
virtual silent
auction

Pet Halloween
costume photo
contests

BONUS IDEAS: Fun activities that work whether in person or remote: trivia, bingo, guess the baby photo, guess the amount of jellybeans in the jar, dress up contests such as “silliest hat” or “best 80s outfit,” etc.

Campaign Do's and Don'ts

DO:

- Set a goal to make the ask to everyone
- Have fun with it
- Publish participation levels
- Keep campaign funds strictly accounted for
- Giveaways, door prizes, drawings

Don't

- Setting 100% participation goals
- Pressure, coerce or shame
- Publishing donor names
- Commingling personal and campaign funds
- Pay-to-play raffles

#1 Best Practice





Your Valued Work as a Coordinator

- Continued outreach to colleagues throughout the campaign period.
- Assist colleagues with their pledges.
- Reporting campaign totals and results to colleagues.
- Wrapping up campaign activities, including ensuring all pledge forms, cash, and checks are accounted for and turned in to Office of Neighborhood & Strategic Initiatives.



Key Dates

October 31:

Last day of the campaign, and the last day you may ask employees to give. Employees may still turn in pledge forms and, if the website is open, make online pledges after this date.

November 8:

Final date to have all payroll pledge forms and results turned in to Office of Neighborhood & Strategic Initiatives (NSI).

Our Thanks to YOU!



Thank you so much for taking time to attend this training, and for the hard work you do on the campaign, and for your university. We hope you are proud of the good you are doing in your community.

We could not do this without you!

Local Campaign Manager Contact Info

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