

Communication is Key!

The best way to achieve 100% participation in your department campaign is to keep your team informed!

We've developed some great tools for you to use in your efforts - just visit www.graniteuw.org/campaign-toolkit and check out the SECC section.

Thank you for helping to mobilize our resources together & creating a better New Hampshire for us all!

To get you started - here's a sample email you can send out today to jump--start your department campaign:

To: All Staff
From: State Employees Charitable Campaign 2017 Management Team

We know working together makes all the difference – and we have an opportunity to demonstrate that right now through our annual State Employees Charitable Campaign. Join us in helping to support critical services across our state, and reaching our goal of 20% participation!

This year's campaign will run from June 5th through July 7th. More information about the SECC, and the impact every dollar has, will be sent out soon. In the meantime, if you have any questions, or would like to get more involved, please feel free to reach out to your Department Coordinator anytime.

We hope you will join us and your colleagues in making a difference in our community this year.

Thanks!

2017 SECC Management Team

SECC Chair Keith Nyhan
Insurance Department

**SECC Vice Chair & Golden Dome Chair
Commissioner John Barthelmes**
Department of Safety

Commissioner Vicki Quiram
Administrative Services

Kevin Nyhan
Department of Transportation

Commissioner George Copadis
Employment Security

Richard Tracy
Department of Justice

Dan St. Hilaire
Liquor Commissioner

Courtney Evans
Department of Environmental Services

Commissioner Jeffery Meyers
Health & Human Services

Administered by



Merrimack County Region
46 South Main Street
Concord, NH 03301
603.224.2595

Employee Campaign Coordinator Guide



2017 Campaign June 5th – July 7th 2017

BE THE 1 IN 5 WHO GIVES BACK
WHO HELPS A NEIGHBOR
WHO MAKES A DIFFERENCE



Keith Nyhan
2017 SECC Chair
Insurance Department

You are making a difference as an ECC!

You've got a goal!

Encourage your co-workers to participate in creating a stronger community by planning, organizing and coordinating a successful campaign within your workplace!

Key responsibilities:

- Develop an effective campaign plan - incorporate dates, goals, etc.
- Recruit a team of volunteers to assist you
- Coordinate your department kick-off and recognition events
- Encourage Golden Dome Circle giving
- Educate your co-workers about the New Hampshire State Employees' Charitable Campaign and how they can make positive changes in their community
- Attend kick-off and celebration events
- Invite **EVERYONE** to give - Set an example by making a gift yourself

Most of all - make it fun!

Our friends at Granite United Way - Merrimack County Region are administering the campaign and other United Ways and Independent organizations are eager and willing to help in their parts of the state. Our Management Team (listed on the back) will assist you with training, presentation, rallies and events.

Thank you for your support! We look forward to working with you in ensuring a better life for citizens across New Hampshire!

Sincerely,

Keith Nyhan

2017 Campaign Chair
Insurance Department

Checklist for Campaign Coordinators

Getting it all started!

- Recruit a campaign committee
- Set participation & donation goals
- Plan incentives to meet goals
- Plan communication efforts - one-on-one or group settings

Get organized!

- Set kick-off dates
- Schedule group meetings, speakers & film showings
- Offer agency tours
- Communicate timeline to employees

Getting the word out!

- Invite speakers from agencies
- Show State Employees' Charitable Campaign film
- **Provide information about agencies**
- Host a kick-off event

Keeping your campaign running!

- Meet in groups & one-on-one
- Collect unreturned pledge cards
- Publicize incentives - flyers, email
- Implement employee thank-you program

Wrapping it up!

- Copy the payroll deduction pledge forms & submit to your payroll department
- Complete campaign envelope and send to United Way
- Report results to employees
- Host award & thank you reception
- Conduct a campaign review

Have a few questions?

Contact Rachel O'Neil
at 603.224.2595, ext. 225 or
Rachel.Oneil@graniteuw.org

Make it fun!

We've heard over & over that the most successful campaigns were the ones that made it fun for people to participate in. Here are some ideas your colleagues have been using to give their campaigns a burst of fun!

Incentives suggestions!

Breakfast for a morning meeting
Raffles
Gift baskets
Sporting event tickets
Friday "Jeans Day"
Movie passes
Prime parking pass
Parties

Give it a theme!

American Idol
Dancing with the Stars
Mardi Gras
Sports
Carnival
Cinco de Mayo

Ideas that made it fun!

Department-wide bake sale
Cutest baby picture contest
Employee cookbook
Ugliest tie or sweater contest
Cubicle decoration contest
Silent auction
Creative basket contest/auction
Office Olympics
Chili or soup cook-off
Penny Wars
Ice cream social
Mini golf tournament
Softball or kickball challenge