



## NH State Employees' Charitable Campaign (SECC) 2022 Overview & 2023 Timeline

### STATE EMPLOYEES' CHARITABLE CAMPAIGN (SECC) 2022 OVERVIEW

<b>EVENT TITLE</b>	State Employees' Charitable Campaign (SECC)
<b>EVENT DATE</b>	May 8th - June 9th 2023
<b>EVENT DESCRIPTION</b>	The New Hampshire State Employees' Charitable Campaign (SECC) is a NH State Employee Workplace Campaign - administered by Granite United Way- to strengthen and support nonprofits across the state of NH. Gifts can be designated to any 501(c)3 nonprofit organization or to a local United Way.
<b>CAMPAIGN GOAL</b>	\$300,000 (LY: \$267,559)
<b># of Golden Donors (1%+ of salary)</b>	140
<b>Co-Chairs</b>	Commissioners Helen Hanks (DOC) & Bill Quinn (DOS)
<b>Granite United Way (GUW) STAFF</b>	Scoop Welch, VP of Corporate Engagement
<b>DONOR INTERESTS</b>	<ul style="list-style-type: none"> <li>Animals 25%</li> <li>Health 26%</li> <li>Income 11%</li> <li>Education, Early Education 9%</li> <li>Basic Needs 8%</li> <li>Affordable Healthcare 6%</li> <li>Affordable Housing 6%</li> <li>Arts &amp; Culture 5%</li> <li>Cancer/Chronic Disease Prevention 4%</li> </ul>

### EVENT SCOPE

<b>TARGET AUDIENCE</b>	Employees' that work for the State of New Hampshire
<b>MESSAGING</b>	To strengthen and support our communities and serve those in greatest need. You have the power to make a long-lasting, tangible impact by joining together with your colleagues and becoming a force for good in the Granite State.



## NH State Employees' Charitable Campaign (SECC) May 8<sup>th</sup> – June 9<sup>th</sup> 2023 2023 Communications Calendar

MARCH / APRIL 2023	
March 9	ECC Communication: Thank you and confirm if serving as 2022 ECC
March 17	One pager campaign summary to all donors
March 31	Current Donor Thank you / Save the Date
April 14	Save the Date/Pre kick off email – to all State employees
April 20	Employee Campaign Coordinator (ECC) morning and afternoon TEAMS refresher training; determine what collateral is needed and encourage use of electronic collateral

MAY - JUNE 2023	
Week 1 (5/8)	Campaign Kick -off video email (Governor Sununu) 5/8 ECC follow-up email to departments detailing campaign and sharing K/O video ( <b>G UW w/provide email templates to ECC's throughout campaign</b> )
Week 2 (5/15)	2 <sup>nd</sup> email ECC follow-up email
Week 3 (5/22)	3 <sup>rd</sup> email ECC follow-up email
Week 4 (5/29)	4 <sup>th</sup> email ECC follow up email – Last call to participate
Week 5 (6/5)	5 <sup>th</sup> email - Campaign extension email ECC follow-up email – campaign extension/last call
Week 6 (6/9)	6 <sup>th</sup> email - Final call & wrap up email
Week 6 (6/16)	Extension for last call to lapsed donors
November	SECC payroll deductions will be Nov 2023 through Oct 2024