



NH State Employees' Charitable Campaign (SECC) 2024 Overview & Timeline

STATE EMPLOYEES' CHARITABLE CAMPAIGN (SECC) 2024 OVERVIEW	
EVENT TITLE	State Employees' Charitable Campaign (SECC)
EVENT DATE	May 6th - June 10th 2024
EVENT DESCRIPTION	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.
CAMPAIGN GOAL	\$275,000 (LY: \$250,768)
# of Golden Donors (1%+ of salary)	131
Chair	Commissioner Helen Hanks (DOC)
Granite United Way (GUW) STAFF	Scoop Welch, Senior VP of Community Engagement and KR Epstein, Community Engagement Director
DONOR INTERESTS	Animals 30% Income 9% Basic Needs 8% Health 7% Education 6% Affordable Healthcare 5% Affordable Housing 5% Arts & Culture 4% Cancer/Chronic Disease Prevention 3%
EVENT SCOPE	
TARGET AUDIENCE	Employees that work for the State of New Hampshire
MESSAGING	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 6th – June 10th 2024 2024 Communications Calendar

MARCH - APRIL 2024	
MARCH 18	ECC Communication: Email Invite to 2024 ECCs for Training via Zoom
MARCH 20	One pager campaign summary emailed to all donors
APRIL 10	Save the Date/Pre-kickoff email to all State Employees
APRIL 10	Employee Campaign Coordinator (ECC) morning and afternoon Zoom refresher training

MAY - JUNE 2024	
WEEK 1 (5/6)	Campaign Kickoff video email (Governor Sununu) ECC follow-up email to departments detailing campaign and sharing kickoff video (GUW w/provide email templates to ECC's throughout campaign)
WEEK 2 (5/13)	2 nd email ECC follow-up email
WEEK 3 (5/20)	3 rd email ECC follow-up email
WEEK 4 (5/28)	4 th email ECC follow-up email – Last call to participate
WEEK 5 (6/3)	5 th email - Campaign extension email ECC follow-up email – campaign extension/last call
WEEK 6 (6/10)	6 th email - Final call & wrap up email ECC follow-up email
WEEK 7 (6/17)	Extension for last call to lapsed donors Follow-up email to ECC's letting them know one final email was sent to lapsed donors
NOVEMBER	SECC payroll deductions will be Nov 2024 through Oct 2025