



## NH State Employees' Charitable Campaign (SECC) 2022 Communications Calendar

FEBRUARY/ MARCH / APRIL 2022	
February 14	One pager campaign summary to all donors
February 25	ECC Communication: Thank you and confirm if serving as 2022 ECC
March 31	Current Donor Thank you / Save the Date
April 5	G UW Staff to film Governor Sununu's "kickoff" video clip (State House)
April 14	Save the Date/Pre kick off email – to all State employees
April 26	ECC (am & pm sessions) zoom refresher training; determine what collateral is needed and distribute (most have gone over to e-materials)

MAY - JUNE 2022	
Week 1 (5/9)	Campaign Kick -off video email (Governor Sununu) 5/9 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 (5/16)	2 <sup>nd</sup> email ECC follow-up email
Week 3 (5/23)	3 <sup>rd</sup> email ECC follow-up email
Week 4 (5/31)	4 <sup>th</sup> email ECC follow up email – Last call to participate
Week 5 (6/6)	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
June 15	Final Payroll report to HR/Payroll for processing (first payroll deduction date is 7/1/22)