

SECC Talking Points

The SECC exists to mobilize the caring power of state, higher education, and retired employees to make a positive impact in the lives of Texans.

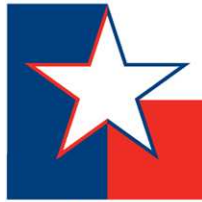
- 2025 marks the 31st year of generous giving by state, higher education, and retired employees through the SECC.
- State employees have contributed more than \$214 million during the past 30 years, supporting the work of more than 2,000 nonprofits serving Texas.
- SECC amplifies the positive impact that state employees make in Texans' lives.
- State employees dedicate their time and talents every day to our state. The SECC helps these hard-working Texans financially invest in the communities where they work and live.
- Last year, more than 14,000 employees contributed \$4.3 million through the SECC to make a positive impact on people's lives.
- Employees can choose from 900+ charities that serve one or more regions of Texas, the U.S. and beyond.
- Employees keep Texas strong by giving through the SECC.
- Texans have a strong history of giving back to charities and the SECC gives people an easy way to make a positive impact in their community.
- Employees' SECC contributions strengthen Texans' health & wellbeing by providing meals for hungry children, giving support for cancer survivors, enabling access to quality health care, and much more.

Questions?

SECC state and local campaign managers are here to support you and your team! We look forward to helping you engage employees, offering them a way to make a positive impact in Texas through the State Employee Charitable Campaign.

Please contact Greg Bennett, State Campaign Manager, at greg.bennett@uwtexas.org or 512-694-2872.

Together We Care



secctexas.org

SECC Logos and artwork

<https://www.secctexas.org/resources>

Social Media

Hashtags:

#SECCTX

#SECCTexas

Sample Facebook post:

Celebrate state employee generosity! Contribute to your favorite cause during this year's State Employee Charitable Campaign: [Give today!](#)

Thanks to all the state and higher education employees making a positive impact in people's lives through the SECC.

#SECCTX

Sample Tweet:

Celebrate state employee generosity! Contribute to your favorite cause during this year's State Employee Charitable Campaign: [Give today!](#) #SECCTX

Email Templates

Pre-campaign: Get ready!

Sample email:

Sender: Workplace Ambassador

Subject: SECC is almost here!

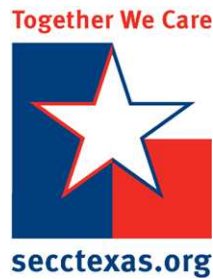
Together We Care



secctexas.org

Dear Friends,

The State Employee Charitable campaign kicks off on [campaign start day here]!



2024 marks the 31st year of generous giving by state, higher education, and retired employees through the SECC. Since 1994, state employees have contributed more than \$214 million to support the work of more than 2,000 nonprofits serving Texas. Let's make this year the best SECC yet!

Whether you're passionate about education, health, financial stability, providing basic needs or other ways of supporting Texans, SECC is your place to be part of the solution. By donating to charities that you care about, you can build stronger communities made up of healthy children and families, thriving economic conditions, good education options, and more.

On behalf of the families, children, neighbors, and friends who benefit from SECC contributions, thank you in advance for your consideration and for 30 years of generosity!

[Name]

Workplace Ambassador, [Agency/ University name]

Campaign Launch: It's Here!

Sample email:

Sender: Workplace Ambassador

Subject: SECC is here! Pledge to your favorite cause



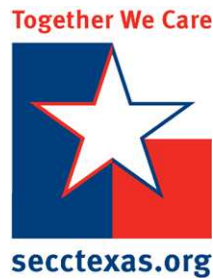
Dear Friends,

Today's the day! We're launching our State Employee Charitable Campaign and we need your support.

Last year through the help of your donations, 14,000 Texas employees gave \$4.3 million to provide meals to hungry children, service dogs for our veterans, support for cancer survivors, just to name a few worthy causes.

Whether you're passionate about education, health, financial stability, providing basic needs or other ways of supporting Texans, SECC is your place to be part of the solution. By making a donation to charities that you care about, you can build stronger communities made up of healthy children and families, thriving economic conditions, good education options, and more.

HELP TODAY – [button/link if applicable or instruction to pledge]



On behalf of the families, children, neighbors, and friends who benefit from SECC contributions, thank you for your consideration and for 30 years of generosity!

[Name]

Workplace Ambassador, [Agency/ University name]

Campaign mid-point: Halfway there!

Sample email:

Send time: Middle of campaign

Sender: Workplace Ambassador

Subject: Invest in the charities that you care about!



Dear Friends,

None of us can do it alone; it takes everyone working together to help make Texas strong. With your help, we can support nearly 1,000 participating charities as they fund food banks, shelters for survivors of domestic violence and displaced individuals, job training programs targeting veterans, and countless other lifesaving programs. [Vetted non-profits participating in the State Employee Charitable Campaign](#) work daily to create an environment of opportunity where individuals and families in across Texas can have a chance for a better life.

Consider giving \$4 per paycheck. If half of all state employees gave just \$4 per paycheck, it would raise \$6 million towards helping fellow Texans in need!

HELP TODAY – *[button/link if applicable or instruction to pledge]*

Contribute through the SECC and help create strong communities made up of healthy children and families, thriving economic conditions, good education options, and more. The best part? The money that you contribute is invested in the charity of your choice, working to make the difference that you want to see.

Texans in need appreciate your help. Thank you!

[Name]

Workplace Ambassador, [Agency/ University name]



Campaign End: LAST CHANCE!

Sample email:

Send time: Day before the end of campaign

Sender: Workplace Ambassador

Subject: Last chance to help your fellow Texans!



If you've been waiting for the right time to help your fellow Texans, this is it!

Today is the last day to make a payroll contribution. [IF PARTICIPATION RATE IS ABOVE 50%] % of your co-workers have helped better the lives of their fellow Texans, by contributing to [charities of their choice](#).

Whether you want to support education, health, financial stability, providing basic needs or other important issues, SECC is your place to be part of the solution.

Consider giving \$4 per paycheck. If half of all state employees gave just \$4 per paycheck, it would raise \$6 million towards helping fellow Texans in need!

HELP TODAY – *[button/link if applicable or instruction to pledge]*

On behalf of the families, children, neighbors, and friends who benefit from SECC contributions, thank you for your consideration and for 30 years of generosity!

[Name]

Workplace Ambassador, [Agency/ University name]

Follow-up: THANK YOU!

Sample email:

Send time: After the campaign

Sender name: Workplace Ambassador

Subject: Thank you!



Join me in celebrating a successful SECC! It takes teamwork to change lives and today I could not be more appreciative of your support in creating positive change in people's lives.

I'm thrilled to report:

[Participation rate]% of [Agency/ University name] employees contributed to charities of their choice in the 2025 State Employee Charitable Campaign, totaling \$[number of dollars]!

While I have the honor to share this great news, I want to thank you on behalf of the families, children, neighbors, and friends who will benefit from your generosity.

Thank for making this year's SECC a success!

[Name]

Workplace Ambassador, [Agency/ University name]