

August 2024

TIPS	Mon	Tue	Wed	Thu	Fri	Sat
 <p>TIP: Your agency communications staff can be an asset to your campaign.</p> <p>Ask them for support or to be on your campaign committee.</p>				1	2	3
	5 Use this week to finalize your fundraising and communication plans	6	7	8	9	10
	12 Distribute pledge forms, resource guides, and envelopes to all Offices	13	14 Include "SECA is coming up" message in newsletters and/or intranet	15	16	17
 <p>TIP: Find out what communications and meetings are already on the calendar for Sept and Oct—and if you can incorporate SECA into them.</p>	19 Invite SECA managers to visit - <i>be welcoming!</i> They may also reach out to you.	20	21 Prepare: review talking points, hang posters, update intranet, etc.	22	23 Brief directors, chiefs, & supervisors this (or make sure agency leadership has)	24
	26 Check in with all field offices to ensure they are "ready to go"	27	28	29	30	31

September 2024

TIPS	Mon	Tue	Wed	Thu	Fri	Sat
 <p>TIP: One-day fundraisers are great, but additional ongoing events over a few weeks (such as a “spare change war”) help to sustain excitement.</p> <p>Check out the coordinator resources at www.seca.pa.gov for ideas.</p>	<p><i>2</i> Holiday</p>	<p><i>3</i> Start of campaign!</p> <p>OA email to all Employees</p>	<p><i>4</i> Kickoff event in Soldiers' Grove</p>	<p><i>5</i></p>	<p><i>6</i></p>	<p><i>7</i></p>
	<p><i>9</i></p>	<p><i>10</i> Send message from agency head</p>	<p><i>11</i></p>	<p><i>12</i> OA email to all Employees</p>	<p><i>13</i> Hold an agency kickoff event or fundraiser</p>	<p><i>14</i></p>
	<p><i>16</i> Update agency progress on intranet or via email</p>	<p><i>17</i> Use this week to check in with field offices (are more SECA materials needed, etc.)</p>	<p><i>18</i></p>	<p><i>19</i></p>	<p><i>20</i></p>	<p><i>21</i></p>
 <p>TIP: Field offices are just as important as central offices. Incorporate them into your plans and establish a contact person at each one. Check in often!</p>	<p><i>23</i> -Update agency progress on intranet or via email -Fundraiser this week</p>	<p><i>24</i></p>	<p><i>25</i></p>	<p><i>26</i> OA email to all Employees</p>	<p><i>27</i></p>	<p><i>28</i></p>
	<p><i>30</i> Update agency progress on intranet or via email</p>					

October 2024

TIPS	Mon	Tue	Wed	Thu	Fri	Sat
 TIP: SECA is halfway over! Keep up the momentum.		1	2 OA email to all Employees	3	4	5
 TIP: A personal ask makes a big difference. Find enthusiastic employees to be "SECA champions" and ask other employees to give.	7 Update agency progress on intranet or via email	8	9 Send 2nd message from agency head	10	11	12
	14 Holiday	15	16 OA email to all Employees	17	18	19
 TIP: Use this week to talk to employees for final push!	21 Update agency progress on intranet or via email	22	23 OA email to all Employees	24	25 Campaign Ends Thank employees for their support!	26
	28 Update agency progress on intranet or via e-mail	29	30	31		