



August 2025

| TIPS | Mon | Tue | Wed | Thu | Fri | Sat |
|--|--|-----|---|--|--|-----|
|  TIP: Your agency communications staff can be an asset to your campaign. Ask them for support or to be on your campaign committee. | | | | | 1 | 2 |
| | 4 Use this week to finalize your fundraising and communication plans | 5 | 6 | 7 | 8 | 9 |
| | 11 Distribute pledge forms, resource guides, and envelopes to all Offices | 12 | 13 Include "SECA is coming up" message in newsletters and/or intranet | 14 | 15 | 16 |
|  TIP: Find out what communications and meetings are already on the calendar for Sept and Oct—and if you can incorporate SECA into them. | 18 Invite SECA managers to visit - <i>be welcoming!</i> They may also reach out to you. | 19 | 20 Prepare: review talking points, hang posters, update intranet, etc. | 21 OA email to all new COPA employees about SECA campaign | 22 Brief directors, chiefs, & supervisors this (or make sure agency leadership has) | 23 |
| | 25 Check in with all field offices to ensure they are "ready to go" | 26 | 27 OA email to Dauphin County COPA employees about the kickoff | 28 | 29 | 30 |
| | 31 | | | | | |

September 2025

| TIPS | Mon | Tue | Wed | Thu | Fri | Sat |
|---|--|--|---|---|--|-------------------------------------|
|  TIP: One-day fundraisers are great, but additional ongoing events over a few weeks (such as a “spare change war”) help to sustain excitement. Check out the coordinator resources at seca.pa.gov for ideas. | 1 Holiday | 2 Start of campaign! OA email to all COPA employees w/ Gov. video | 3 | 4 | 5 Hold an agency kickoff event or fundraiser | 6 |
| | 8 Send message from agency head | 9 OA email to all COPA employees | 10 Kickoff event in Soldiers' Grove | 11 | 12 | 13 |
| | 15 Update agency progress on intranet or via email | 16 Use this week to check in with field offices (are more SECA materials needed, etc.) | 17 | 18 | 19 | 20 |
|  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! | 22 -Update agency progress on intranet or via email -Fundraiser this week | 23 | 24 | 25 OA email to all COPA employees | 26 | 27 5k event in Harrisburg |
| | 29 Update agency progress on intranet or via email | 30 | | | | |

October 2025

| TIPS | Mon | Tue | Wed | Thu | Fri | Sat |
|---|--|-----|--|-------------------------------------|--|-----|
|  TIP: SECA is halfway over! Keep up the momentum. | | | 1 | 2 OA email to all COPA employees | 3 | 4 |
|  TIP: A personal ask makes a big difference. Find enthusiastic employees to be "SECA champions" and ask other employees to give. | 6 Update agency progress on intranet or via email | 7 | 8 Send 2nd message from agency head | 9 | 10 | 11 |
| | 13 Holiday | 14 | 15 OA email to all COPA employees | 16 | 17 | 18 |
|  TIP: Use this week to talk to employees for final push! | 20 Update agency progress on intranet or via email | 21 | 22 OA email to all COPA employees | 23 | 24 Campaign Ends Thank employees for their support! | 25 |
| | 27 Update agency progress on intranet or via e-mail | 28 | 29 | 30 | 31 | |