****

**SECA 2025**

**Make Your SECA Campaign a Success!**

What you do to promote SECA in your agency is limited only by your imagination. Below are ideas, provided in part by past SECA coordinators from agencies with histories of highly successful campaigns, to help you make this our best year yet for SECA support!

**Communicate, Communicate, Communicate**  
Develop a schedule for reaching out to your colleagues regularly before, during and after the campaign. Explain why supporting SECA is important, share updates provided to you on progress towards your agency goals, promote upcoming SECA activities and remind employees how to pledge online. As you plan communications, take into account SECA’s statewide email schedule, as well as the need to not over-communicate, which can have a negative effect.

**Brief your Bureau Directors, Chiefs, and Supervisors**Make sure they know about the campaign, the kick-off date and your agency’s goal. Be prepared to answer any questions they might have. Remind them to ensure that every person on their staff is provided the opportunity to contribute to SECA.

**Enlisting the Support of Senior Staff at your Agency**   
Agency leaders should be willing to send emails (or memos) to all staff, as well as participate in agency SECA events such as speaking at a kick-off. The most successful participating agencies have leadership that actively promotes the campaign. A suggested template letter for agency leadership is available on the SECA coordinator webpage.

**Include Campaign Information on your Agency Intranet** **& Newsletter**  
Be sure to include links to information on ESS to make it easier for employees to learn more and participate. Your agency’s press/communications office is a good place to start for assistance. A template newsletter/intranet article is available on the SECA coordinator webpage.

**Travel to Offices or Field Sites to Promote the Campaign**   
Never underestimate the power of face-to-face contact to help promote the campaign and increase support! You can ask your local SECA manager to speak with you at any promotional events. Additionally, encourage your field offices to be welcoming to SECA managers who request to visit their office. Contact information for local SECA managers is on the SECA coordinator webpage.

**Use SECA Posters**  
Hang them in places where employees congregate, especially in offices where employees do not have access to CWOPA email or the Internet. Electronic copies of the posters are available for printing on the SECA coordinator webpage, and you will be provided with a limited supply of pre-printed posters.

**Remind Employees They Can Dedicate Their Gift**

Donors are often inspired to give to a specific charity because of someone special in their lives. A popular and recent addition to the SECA campaign is the ability to publicly dedicate donations. Donors can learn more and see the current list of dedications at [www.seca.pa.gov](http://www.seca.pa.gov).

**Run a Contest or Challenge**   
A little friendly competition between field locations, building floors, or bureaus or divisions can be a fun and powerful motivator for employees to donate to SECA. Agencies have had success with penny wars, pet or baby photo contests, pizza party challenges, and more. Challenges involving agency leadership are also very successful. Remember, it’s all for charity and the key word is “friendly!”

**Host a Kick-off Event or Pep Rally!**   
You can potentially broadcast it for field sites via video or web conference. Also consider using the current SECA campaign video during the kick-off event. If your agency is small or shares a building with another agency, considering joining forces.

**Recognize Employees Who Give**   
Have employees fill out a supporter printout (available on at www.seca.pa.gov), such as what you see at the grocery store, to hang in their office/cubicle or, better yet, hang them in a common area such as a lobby or reception area for everyone to see.  
  
  
**Hold a Fundraiser or Themed Event**  
Hold a fundraiser to raise both money and morale. Proceeds of fundraisers are distributed equally among participating umbrella charities. Here are a few ideas, some tied to this year’s theme, for fundraising events:

* + **Spare Change** – employees donate spare change in jars that have been placed around the office. As an alternate idea, have employees bring in their own change jars from home and add them to a large container. Consider marking the container with lines showing where you’d like to be at the halfway point, three-quarters point, etc. of the campaign. Or mark the container with lines showing what employees have accomplished at each point (i.e. at this line, we’ve raised enough to provide XX meals to the homeless; at this line, we’ve raised enough to save XX acres of farmland).
  + **Map the Mission** - Create a virtual map and track donations as miles toward a destination (e.g., “From Harrisburg to Washington, D.C.”). Each donation adds “miles” to your progress.
  + **Paper Footprint Path** – Sell paper footprints for a donation, then display them along a hallway to show how far your agency is “going the distance” together.
  + **Basket Auction** – auction themed baskets, with proceeds benefiting SECA. Consider baskets that relate to the theme, such as a Hollywood or movie night basket. (Please note: baskets and other items may be *auctioned* but may not be *raffled*.)
  + **Every Topping Adds Up to Something Delicious** – a build-your-own sundae event where a wide variety of toppings are available.
  + **Potluck** – hold a potluck lunch where everyone brings a dish. Employees pay to eat.
  + **Pumpkin Decorating Contest** – let employees get creative by decorating pumpkins. Employees can vote for their favorite with change or dollar bills.
  + **Halloween Dress Up Day** – SECA ends right before Halloween. Incorporate the day into your campaign by allowing people to make a small donation to dress up according to the theme of “Lights. Camera. Give!:”
  + **Bake Sale** - bake sales raise money and generate interest. Ask co-workers to make brownies, cookies, cake slices or other dessert items. Sell them in the lobby of your building with the proceeds going to SECA.
  + **Chili Cook-off or Pie Bake-off** – Have a cook-off, where employees vote for their favorites using change.
  + **Give It Up Challenge** – a few dollars adds up to a lot. Have employees sign up to give up something like their daily coffee shop stop or weekly manicure and donate the money instead.

**Matching Gift** – is someone at your agency willing to match a gift, up to a certain amount? If so, this is a great way to encourage donations and make two smaller gifts add up to something big.