

# CAMPAIGN PLAYBOOK

## GUARDIANS OF THE COMMUNITY



STATE CHARITABLE CAMPAIGN



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# A Message from the SCC Chair



**Ellen Buettner**  
**CEO of Oklahoma Health  
Care Authority and  
Chief Advisor for  
Health & Mental Health**

**2024 STATE CHARITABLE  
CAMPAIGN CHAIR**

Dear Employee Campaign Coordinator,

The State Charitable Campaign (SCC) provides a great opportunity for state employees to contribute to accountable and capable charities that do vital work for many communities. The charities in the SCC not only help Oklahomans, but aid people in need at the national and international levels as well.

I know each community faces unique challenges, which makes me even more proud to know that state employees stepped up in 2023 and raised more than \$323,000. This year we have the chance to do it again. I know this can be accomplished with your generous support in helping us to reach our goal of \$325,000.

I greatly appreciate and applaud you for your heartfelt generosity towards those in need through your continued support of the SCC. With your pledge, you are changing lives and improving our communities.

Sincerely,

Ellen Buettner  
2024 State Charitable Campaign Chair

**Thank you so much for your commitment as an Employee Campaign Coordinator.  
We're looking forward to a great campaign season ahead!**

# STEPS FOR A SUCCESSFUL CAMPAIGN

**Thank you so much for taking on the role as an Employee Campaign Coordinator (ECC)!** Not only are you providing a tremendous service to your company or organization, your efforts make a difference by improving lives and building stronger communities throughout Oklahoma.

We created this guide to help you achieve a successful campaign, whether that be 100% in-person, 100% virtual or a hybrid of the two. The State Charitable campaign team is also available to help you access tools and discuss the ideas in this guide. Contact us at [scc@unitedwayokc.org](mailto:scc@unitedwayokc.org) for additional information.

## STEP 1 Connect with Us

We want to better understand your goals and how you would like to approach your campaign. We also want to tell you more about our strategy to support our community through employee campaigns like yours!

- Contact your State Charitable representative to get started. If you don't know who your contact is, reach out to us at [scc@unitedwayokc.org](mailto:scc@unitedwayokc.org).

## STEP 2 Make a Plan

The keys to campaign success are preparation and teamwork.

- Determine which dates work best for your campaign.
- Assemble a team to help distribute campaign messaging across departments. A good ratio is one team member per every 25 employees.
- Organize the donor experience that works best for your team, whether it is paper pledging, virtual or both.
- Set fundraising and participation goals.
- Get creative with messaging, incentives and special events to make your campaign fun and engaging.

## STEP 3 Inspire Co-Workers

Tell people how their dollars are making a difference.

- Plan a rally to share about the programs your fundraising will support. Include an SCC-approved charity speaker to get more in-depth on a topic your organization is passionate about.
- Promote a culture of giving back. A successful campaign requires frequent communications and reminders.
- Share your own story about why you support the State Charitable Campaign.

## STEP 4 Make the Ask

The number one reason people don't give is that they were never asked.

- Kick off your campaign with a fun event featuring an energetic and inspiring ask to give! We can help you do that virtually or in-person.
- Create fun activities to drum up support and provide incentives for your colleagues to participate. Get competitive while giving back!
- Have your agency director write a letter or make a speech. Agency director commitment and leadership helps drive participation.
- Utilize the campaign team members to keep the campaign top of mind on team conference calls or personal ask emails.

## STEP 5 Wrap Up & Thank

Thank the generous donors and celebrate your results!

- Finalize campaign results. Submit payroll deduction information to your HR or payroll processing department and work with your SCC coordinator to ensure they receive totals and donor detail.
- Share the impact! Publicize the campaign results in your company newsletter, intranet, social media channel or a message from the agency director.
- Send individualized thank-you notes to each donor.



# MAKE IT SOCIAL

**S**

## SHORT AND SWEET

Campaigns are best when kept to two weeks or less. The longer the time, the less momentum.

**O**

## OVERALL GOALS

Clearly state your goals – dollars raised, number of participants, average donation.

**C**

## COMMUNICATE

A picture is worth a thousand words! Use photos or videos when possible in your communication and storytelling. This helps connect people to the mission.

**I**

## IMPACT

Provide impact statements – what does my donation do at various levels?

**A**

## ACCELERATE SUCCESS WITH GAMES

Daily prizes, trivia, raffles, etc. are a great way to keep people connected. Consider having prizes for those teams who reach their goals.

**L**

## LIVE UPDATES ON GOAL PROGRESSION

Celebrate your wins! Keep momentum going by celebrating wins and keeping the progress of the campaign at the top of all communications.



# TIMELINE FOR ONE-WEEK CAMPAIGN

## MONDAY

Host a kickoff event with your SCC coordinator and host an SCC-approved charity speaker. Open up pledging and discuss plans for the next event. **Incentive Idea:** If you make your pledge by 2 p.m. today, you will be entered into a special gift card drawing.

## TUESDAY

Thank event attendees and share new information (materials). If kickoff was virtual and recorded, invite those unable to attend to watch recording.

## WEDNESDAY

Email touchpoint (materials). Don't forget to make your pledge by Friday, we will be having a drawing for all pledges turned in.

## THURSDAY

Final push! Share where your agency is on reaching the campaign goal.

## FRIDAY

Wrap-up Event (Pictionary, trivia, etc.). Recap week and share what was raised by your agency, have leadership thank the team for their contributions.



# TIMELINE FOR TWO-WEEK CAMPAIGN

## MONDAY

Host a kickoff event with your SCC coordinator and host an SCC-approved charity speaker. Open up pledging and discuss plans for the next event.

**Incentive Idea:** If you make your pledge by 2 p.m. today, you will be entered into a special gift card drawing.

## TUESDAY

Thank event attendees and share new information (materials). If kickoff was virtual and recorded, invite those unable to attend to watch recording.

## WEDNESDAY

Email touchpoint (materials).

## THURSDAY

We encourage you to take a break from messaging to prevent donor fatigue.

## FRIDAY

Recap week and what activities are ahead.

## MONDAY

Share email campaign updates (possibly coming from leadership) and encourage everyone to pledge before Friday.

## TUESDAY

We encourage you to take a break from messaging to prevent donor fatigue.

## WEDNESDAY

Virtual or in-person event such as panel discussion with agencies or trivia game at the end with a prize.

## THURSDAY

Final push to encourage pledging. Email touchpoint (materials).

## FRIDAY

Reminder email in the morning to pledge. End pledging in the afternoon and announce total!

# BEST PRACTICES

## KICKOFF

Invite employees to a virtual or in-person kickoff, or record a video from your agency director to distribute electronically to all employees. SCC coordinators and approved SCC Charities speakers are also available to join virtual or in-person kickoffs to share the impact of gifts made to the State Charitable Campaign.

## UTILIZE AVAILABLE RESOURCES

This guide is available online in our [Campaign Toolkit](#), along with other helpful SCC-related PDFs and links.

Kylah Barrett, your SCC coordinator, can guide you through all steps of running a virtual or in-person campaign, as well as help you set goals, train your team and more. Connect with Kylah by emailing [scc@unitedwayokc.org](mailto:scc@unitedwayokc.org).

## COMMUNICATIONS

Coordinate outgoing communications to avoid overwhelming employees. Be sure to promote any incentives to increase contributions.

Have your Campaign Committee make individual asks of their team. If possible, this is always done best face-to-face or video-to-video. Consider phone calls instead of emails to facilitate interpersonal communication.

## INCENTIVES

Popular incentives include prizes, rewards or raffles for unique experiences, or food-based incentives such as an afternoon ice cream social, pizza party or special team meal.

Consider using their completed pledge forms as entrance into the raffle, rather than an additional cost for a ticket.

## EVENTS

Consider having in-person events once the campaign has launched to promote donation options and have a little fun.

Host a virtual or in-person kickoff for employees to hear from your agency and campaign leadership, have a silent auction with prizes like gift cards or host a virtual bingo game.

For more event ideas, check out pages 15-16.



# KICKOFF PLANNING SCHEDULE

FIRST

## Confirm Agency Director Attendance

Before picking an event date, work with your agency director's team to book their time and ensure they are available to host the kickoff event(s). Great leadership inspires others!

3-5 WEEKS BEFORE

## Prepare Event Invitation and Attendee List

Draft up your invitation. If you need approval from others, consider starting a week earlier. Include a calendar invite that will remind everyone the day of.

Pull and sort your invitation list. Work with your HR department to ensure you have captured all staff. Divide up the list (e.g., by department) if you are hosting multiple events.

## Request Agency Speaker(s)

Work with SCC coordinator to request an SCC-approved charity speaker as a direct example of how your fundraising will impact the community.

## Prep How You Will Give

If you haven't started already, take steps to decide the best way for your organization to donate, whether that be paper or virtual pledging.

2 WEEKS BEFORE

## Send Invitation

Include information such as an agenda, presentation or list of speakers. Don't forget to provide in-person and virtual information if necessary.

## Collect RSVPs

Track RSVPs to have an idea of how colleagues are responding to your invitation.

1 WEEK BEFORE

## Send a Reminder

Consider sending a reminder invitation email that includes the calendar invite if many colleagues haven't responded to your initial invitation.

## Confirm Key Speakers

Ensure that anyone speaking from your organization (e.g., agency director, department head, yourself) feels prepared. Work with SCC coordinator to confirm they and/or the SCC-approved charity speaker feel prepared as well.

3 DAYS BEFORE

## All Systems Go

Complete an 'all systems go' run-through to test your conferencing system and presentation documents. This will put your mind at ease and may help you to identify issues that you can rectify before event day.

EVENT DAY

## Last Minute Test

Test your conference system and any other technology. If needed, print out necessary documents (agenda, events calendar, etc.) and set up your space.

## Share Incentives at Events and via Email

We hope your event is attended by many and goes off without a hitch! Thanks to you, your organization is inspired to support their community and participate in this year's campaign.

POST EVENT

## Send Donation Link Immediately Following

Now that you've inspired everyone, give them the means to support their community by sending out the donation link. If you've hosted multiple events, send the link out after the last kick-off event has concluded.

## Continue Communication

To keep inspiration going strong after your event, use provided sample emails to remind your team of events, incentives, and the resources their donations are going to.




# PLEDGING TOOLS



## PAPER PLEDGE FORMS

- Best if your agency is running the campaign in person
- Requires no set up – just let your SCC contact know how many you need
- Can be personalized
- A great tangible reminder for donors



STATE CHARITABLE CAMPAIGN DONOR CONTRIBUTION FORM 

**MY INFORMATION** *please print*

Mr. Mrs. Ms. Dr. Last Name: \_\_\_\_\_ First Name: \_\_\_\_\_  
 State Agency: \_\_\_\_\_ Employee ID: \_\_\_\_\_ Work Location: \_\_\_\_\_  
 Email Address: \_\_\_\_\_

**MY GIVING OPTIONS**

Option 1: Easy payroll deduction  
 I authorize my employer to deduct the following amount each pay period:  
 \$ \_\_\_\_\_  \$10 \_\_\_\_\_  \$15 \_\_\_\_\_  \$20 \_\_\_\_\_  \$25 \_\_\_\_\_  
 x 12 pay periods - or - x 25 pay periods (Please circle)  
 For a total annual gift of \$ \_\_\_\_\_

Option 2: One time gift in the amount of \$ \_\_\_\_\_  
 cash  check (made payable to SCC)  
 credit card (Use MasterCard/Visa/Amex/Discover)  
 Provide your daytime phone number and you will be contacted for payment. If we are unable to reach you to obtain credit card information, we will send you a pledge reminder with instructions on how to make a payment via credit card.

**How do you want to invest in your community?**  
 To support a federation and have your gift shared among all of its charities, choose the federation code as it appears preceding the federation name and description in the SCC Charity Guide. To support an individual charity within a federation, select that charity's code as it appears preceding the charity name and description. Pledge checks returned with a donation but without charity code numbers will be counted as un-designated donations. Un-designated money shall be distributed in the same proportion as designated dollars within the state of Oklahoma.  
 Specify the agency(ies) you wish to support using the code from the list provided. Indicate the portion of your total gift the organization should receive.

I designate my gift to:

Agency code	Annual amount	Agency code	Annual amount
Agency code	Annual amount	Agency code	Annual amount

**DONOR ACKNOWLEDGEMENT**  
 At your request, SCC will notify the organizations you designated for your support.  
 Yes, I'd like to receive an acknowledgement from the agencies I've designated. Please release the following contact information:  
 Home Address: \_\_\_\_\_ City, State: \_\_\_\_\_ Zip: \_\_\_\_\_  
 Release my email address  Release my amount  
 No, I do not want to receive acknowledgement.  
 As a leadership donor of \$180 or more, I would like to be recognized in the SCC Charity Guide.

Please sign below to confirm your donation and help make a difference in our community.  
 Signature (required) \_\_\_\_\_ Date \_\_\_\_\_  
 Your gift is tax deductible in the year paid. SCC agencies do not provide goods or services in whole or partial consideration for any contributions made to the organizations via this pledge card.

## EZ-PLEDGE

- Agency-branded
- SCC staff handles spreadsheet of results and payroll information
- Can be utilized in person or virtually

	Paper	EZ-Pledge
Option to give via payroll, credit card or cash	X	X
Can be personalized and/or agency-branded	X	X
Ready in 24 hours	X	X
Ability to check status/get results any time		X

# FREQUENTLY ASKED QUESTIONS

## Q: HOW LONG SHOULD OUR WORKPLACE CAMPAIGN RUN?

**A:** The average campaign runs for one or two weeks. Longer campaigns often take up additional time and resources for both the campaign coordinator and employees. One to two weeks is sufficient to kick off your campaign, get the message out effectively, and make your ask without overburdening staff.

## Q: ARE DONATIONS TO THE STATE CHARITABLE CAMPAIGN TAX DEDUCTIBLE?

**A:** Yes. For additional information, please visit <https://oklahoma.gov/omes/divisions/human-capital-management/employee-benefits/state-employee-charitable-campaign.html>.

## Q: WHEN SHOULD OUR GIVING CAMPAIGN RUN?

**A:** Most campaigns take place sometime between September and November, but they can happen at a time best suited for your organization.

## Q: WHEN DOES PAYROLL DEDUCTION START?

**A:** Payroll deduction usually runs from January 1 – December 31. As a reminder, these are pledges only, and employees are not liable to pay them if they leave their job for any reason.

## Q: IF EMPLOYEES WORK REMOTELY, CAN WE STILL RUN A CAMPAIGN?

**A:** Absolutely! Since 2020, agencies have pivoted how they run their SCC campaigns. This Campaign Playbook is filled with what we've learned along the way to equip any state agency to run a successful campaign no matter what the work environment is.

## Q: IF I NEED SOCIAL SERVICES ASSISTANCE, WHERE CAN I GET HELP?

**A:** Simply dial 2-1-1 and a trained professional will gladly refer you to resources in your area.

## THANK YOU!

Thank you in advance for your efforts! By agreeing to lead your agency's workplace campaign, you join a passionate group of change-seekers creating lasting change in the central Oklahoma area. Together with passionate supporters like you, we're uniting people and resources to improve lives and strengthen communities in central Oklahoma! We hope this provides the necessary resources to run your campaign. Please reach out to your SCC coordinator for additional support and guidance throughout your campaign at [scc@unitedwayokc.org](mailto:scc@unitedwayokc.org).

# SAMPLE EMAILS

These sample emails are available to use as-is or tailored to your needs to help generate excitement, provide updates and share information during your SCC campaign. Who sends the emails? We recommend they are sent from your Employee Campaign Coordinator (ECC) or a leadership team member.

## PRE-KICKOFF EMAIL

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**Purpose:** Generate excitement about the campaign by notifying employees of the kickoff

**Recommended send time:** 2 weeks prior to agency kickoff

From: [agency ECC]

To: [employees]

Subject: Get Ready for This Year's State Charitable Campaign

Hi team,

We know that times have been different and even difficult these past couple years, but you all know that we are an agency that likes to give back to our community, especially in tough times. One of the ways we do that is through the State Charitable Campaign. While the method may look different, **(if you're used to in-person and doing it differently)**, the purpose doesn't change: working together to help by giving to the SCC.

Thank you,

[ECC]

## KICKOFF PRESENTATION EMAIL

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**Purpose:** Invite employees to the campaign kickoff and provide a sneak peek into the event

**Recommended send time:** 3 days before campaign kickoff

From: [agency ECC]

To: [employees]

Subject: Three, Two, One... Kickoff! Join us on [kickoff date]

Hello everyone,

We are officially kicking off our State Charitable campaign on [date, time] with [event].

Join us to hear more about the State Charitable Campaign and how you can improve lives and strengthen our community. **[meeting details]**

See you then!

[ECC]

# SAMPLE EMAILS

## PLEDGE EMAIL

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**Purpose:** Follow-up after kickoff meeting and notify employees of the agency campaign goal

**Recommended send time:** Immediately after kickoff meeting

From: [agency leadership team member]

To: [employees]

Subject: Make YOUR Impact

This year, we are aiming to do everything we can for the community. Our goal is [insert \$ campaign goal]. Your support of the State Charitable Campaign helps local individuals and families find healing and recovery through therapy, overcome challenges to employment, receive low-income healthcare, be provided for when experiencing homelessness, and so much more. [donate link if EZ-Pledge]

We encourage you to help as much as possible. Everything helps, so make a gift to the State Charitable Campaign today. Stay tuned for upcoming events and volunteer opportunities.

Unable to attend the kickoff? Watch the recording here [link recording if recorded]. Thank you for supporting the State Charitable Campaign!

[ECC or Leadership team member]

## YOUR DONATIONS AT WORK EMAIL

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**Purpose:** Show what outcomes were made possible through employee giving

**Recommended send time:** Halfway through the campaign

From: [agency ECC or leadership team member]

To: [employees]

Subject: Why We Give to the State Charitable Campaign

When you give to the State Charitable Campaign, you are helping people in our community by making life-changing accomplishments like these possible last year:

- 660,000 service connections were made to Oklahomans in need of utility assistance, behavioral health support, shelter, financial assistance, legal aid, job placement and other local resources.
- More than 47 million meals delivered to Oklahomans living with food insecurity
- Nearly 10,400 Oklahoma public school students received mental health education.
- More than \$1.2 million in clinical value of care was provided free of charge to individuals who had no insurance and were unable to afford low-barrier access to dental care.

Please consider donating to the State Charitable Campaign today at [your pledging tool].

Our collective giving empowers us to help thousands of our friends and neighbors when they need it the most.

[ECC or Leadership team member]

# SAMPLE EMAILS

## PRIOR TO CAMPAIGN CONCLUSION

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**Purpose:** Check in with employees, provide updates on progress and notify about campaign conclusion

**Recommended send time:** A couple days before campaign concludes.

From: [agency leadership team member]  
To: [employees]  
Subject: Let's Strengthen Our Community Together

We are making great progress toward our State Charitable Campaign goal! In fact, we are [insert x%] of the way to our goal – but we need your help.

There is still time for you to help make an impact on our community. Your generosity provides food for the hungry, child abuse response, free tutoring for adults and children, basic needs to seniors, and much more. Make your pledge today to build a stronger, healthier central Oklahoma community.

Thank you to our team members who already made their pledges. Your continued support and devotion to our neighbors in the community does not go unnoticed!

We're almost to the finish line. Help us cross it!

[ECC or Leadership team member]

## THANK YOU EMAIL

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**Purpose:** Thank donors for their time and contributions, share how their impact helps the community and make them feel proud of all they accomplished

**Recommended send time:** Conclusion of campaign

From: [agency ECC or leadership team member]  
To: [employees]  
Subject: We Couldn't Have Done It Without You

Thanks to all of your support, we raised more than [insert \$ amount raised] for this year's State Charitable Campaign! We rallied together to meet a common goal, and that goal is not just about a number – it's about helping people in our community at a time when so much is uncertain.

This is a testament to your generosity and dedication to tackling the central Oklahoma's most pressing needs. Thank you for taking the time to learn about the State Charitable Campaign and its importance in our community.

Your gifts to the SCC will strengthen and improve the lives of thousands. Thank you!

[ECC or Leadership team member]

# IN-PERSON EVENT IDEAS

## BABY PICTURE CONTEST

Employees provide a baby photo of themselves, and staff guesses who is who. Those who want to guess must pay per guess.

## BAKE SALE/BAKE CONTEST

Encourage employees to bake for a bake sale. All proceeds from items sold benefit your campaign. Have a “Top Chef” competition between floors or departments, or have a contest to see who makes the best dessert.

## BALLOON POP

Employees donate prizes for this event – a variation of a traditional raffle. Before filling a balloon with air, put a note inside with the name of the prize. Employees pay \$1 to buy a balloon and pop it to find out what prize they’ve won. Include a charity fact in each balloon.

## BASKET RAFFLE

Ask each department to sponsor, create and fill a theme basket (spa, chocolate, lottery, gourmet cooking, home improvement, entertainment, sports, night on the town, dog/cat oriented, kids/game oriented, etc.). Sell raffle tickets for \$1 each or 6 for \$5. Employees can select which basket or baskets they’d like to win.

## CHILI COOK-OFF CONTEST

Ask employees to cook a favorite chili recipe and enter it into a cook-off contest. Invite employees to pay \$10 for lunch (a sample of each chili dish). Each participant casts one vote for their favorite and the chili with the most votes wins a prize.

## AGENCY CARNIVAL

Invite employees to an old-fashioned carnival, complete with a bake sale, bubble blowing and 50 cent hot dogs. Have a hula hoop contest and hoop-shoot. Charge participants a fee to enter contests. Have a dunk tank with your favorite executives. Have a pie-throwing booth.

## AGENCY OLYMPICS/MINUTE TO WIN IT

Teams participate in Olympic or Minute to Win-It type events, such as wastebasket paper ball free throws, breakroom obstacle courses, paper airplane contests, or make the longest paper clip chain in one minute. Teams pay to participate and the company buys prizes or lunch for the winning team.

## EMPLOYEE COOKBOOK

Collect recipes from employees, and compile them into sections and into a cookbook. Sell the cookbook for a reasonable fee. Consider having an employee’s child provide the cover artwork. Books can be printed and bound by a local business. This would also be a great way to highlight the “Top Chefs” at your organization.

## MINIATURE GOLF

Create a mini-golf course that takes players through your building – even up and down in elevators! The lowest score will take home a prize. Interested employees return an entry form, pay a fee and bring a putter the day of the event.

## SILENT AUCTION

Ask vendors and employees to donate items, or solicit gift cards from local restaurants. Put the items on display online or in a prominent location. At a designated time, close the bidding. Then let employees know of the highest bid and continue the auction with one hour left to outbid it to win it.

## TAILGATE PARTY

Create a sports theme for your campaign since the State Charitable Campaign coincides with football season. Sell football fare from a truck in the parking lot “tailgate” style. Offer hot dogs, popcorn, peanuts, soft drinks and other goodies. Organize a tag football game, with participants donating an entry fee and observers wagering on the outcome.

# VIRTUAL EVENT IDEAS

## STAFF SUPERLATIVES - AN ONLINE VOTING CONTEST

Host a virtual contest where every dollar donated is a “vote” to select a winner. It’s great if you can tie to your theme/campaign. For instance, the cutest kitten or best nature photography. Or feature your employees, staff, and supporters with ideas like best dressed, best joke, funniest dance move or best piece of art.

## A VIRTUAL CHARITY RUN / SUBSTITUTE ANOTHER ACTIVITY (YOGA, CRAFTS, MEDITATION, JUMP ROPE, OR CYCLING)

Can’t run in groups outside? No problem! The idea here is for supporters to pledge to run or walk any number of miles or a number of consecutive days, whether by themselves outdoors, with their family or their dog or on a treadmill at home.

## ONLINE LEARNING ACTIVITIES

Cook like a chef, flower decorating, and learn a new skill (led by celebrity contacts, professional volunteers or colleagues and a list of supplies for participants to buy can be sent or purchased in advance).

## ONLINE POP-UP SHOP

Shop could sell custom shirts, jackets, sweatshirts, and masks with a portion of the proceeds benefiting the SCC.

## BINGO IN DAILY COMMUNICATIONS

Sell online bingo cards, clue in daily communications.

## VIRTUAL DRIP BALLOON POP

Employees donate prizes for this event – a variation of a traditional raffle. Before filling a balloon with helium, put a note inside with the name of the prize. Employees pay \$1-\$5 to buy a balloon and pop it to find out what they’ve won.

## VIRTUAL LEADERSHIP GIVING OLYMPICS

Employees form teams and are charged an entry fee to participate. Teams compete in different events: office chair relays, company trivia, archery (with rubber bands), finger skating (typing), coffee cup relay, etc., spaced over several days or all at once. The winning team takes home the gold medal and office bragging rights.

## VIRTUAL JEOPARDY, TRIVIA, BINGO SOCIAL MEDIA OR “NEXT UP” TYPE CAMPAIGNS

Employees can get all dressed up at home (versus casual days at the office) and post pictures of themselves to create awareness about the campaign, do something good challenge where someone tags their next colleague to do something.

## VIRTUAL COOKING CLASS

Cooking class with a ‘celebrity chef’. Companies can provide an ingredient list ahead of time so items can be purchased. Partner with local farmers and curate special ingredient boxes that can be distributed beforehand.





## ADDITIONAL RESOURCES

**NO MATTER HOW YOU DECIDE TO RUN A CAMPAIGN,  
WE HAVE THE MATERIALS FOR YOU!**

- Use the following resources as a guide to build your campaign.
- You can mix and match to customize your campaign to your employees' needs or print/copy them all to show the scope of opportunities!
- The resources offer insight into making a pledging decision, a fillable thermometer, and a "Campaign Guide" to fill out and bring to your meeting with your SCC coordinator.

# WHAT A DOLLAR BUYS

Your weekly SCC contribution will add up to big wins for your local community.

## WHAT MATTERS MORE?



**A \$1 SODA**  
per week

OR



**AN INDIVIDUAL LIVING WITH FOOD INSECURITY**

can receive four nutritious meals



**A \$2 BAR**  
of chocolate per week

OR



**A FAMILY FACING EVICTION**

is helped with their rent and utilities, giving them the support they need to get back on their feet



**A \$5 CUP**  
of coffee per week

OR



**A SENIOR LIVING ALONE**

can spend the day at a community center, enjoying nutritious meals, engaging activities and good friends



**A \$10 LUNCH**  
per week

OR



**A MOTHER EXPERIENCING HOMELESSNESS**

can go to a safe day center to take a shower, do laundry and access the internet while her children nap



# JUST \$25 A PAYCHECK...

**15 CHILDREN** receive immunizations, health screenings and have a safer return to school.

**2 EXPECTANT MOTHERS** can see a caring OB-GYN provider for comprehensive services.

**19 SURVIVORS OF DOMESTIC VIOLENCE** are protected by services that provide immediate shelter and safety.

**10 FOOD-INSECURE INDIVIDUALS** each receive a 75-pound bag of nutritional food.

# JUST \$50 A PAYCHECK...

**430 PEOPLE** experiencing mental distress can be referred to the services they desperately need.

**42 SCHOOL-AGE YOUTH** can develop entrepreneurship skills and a passion for service.

**1 YEAR OF LITERACY** tutoring for 9 adults, helping them secure better employment.

**79 CURRENT AND FORMER ARMED SERVICE MEMBERS** are supported in their unique challenges.

*Based on a 52-week pay period.*

# SCC CHARITY CLIENT STORIES

## A Community Fit for Those Living with a Disability

The clients of this SCC participating agency do not fit in a box. Each client is unique.

Blake has a rare diagnosis that affects less than 1% of the population. His condition affects his cognitive and physical abilities. Blake has his own way of communicating – he is nonverbal and can only make sounds.

His parents provide support, but they need to work during the day. When he arrived at the SCC agency program, the staff was unsure how he would react to the other clients and activities. To his mother's surprise, he adapted and is doing well.

Programs funded by the SCC offer vocational opportunities for teens and adults living with disabilities and specialized childcare for children. Meaningful work opportunities give participants a sense of pride and purpose while children from birth to 18 years of age receive education and physical and occupational therapies, which provide support and relief to parents and caregivers to maintain their personal obligations.



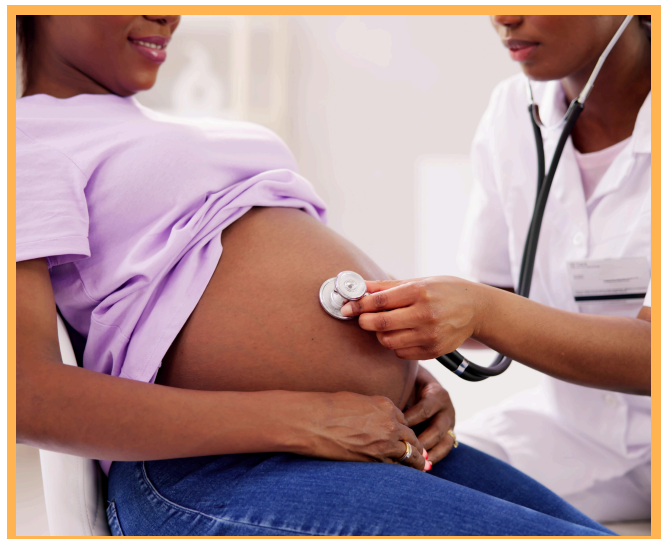
## Supporting Maternal Well-being in Our Community

An SCC charity, supported by contributions from state employees, is dedicated to enhancing our community's well-being by enhancing access to high-quality reproductive healthcare and ensuring the widespread availability of maternal health services that address social determinants of health.

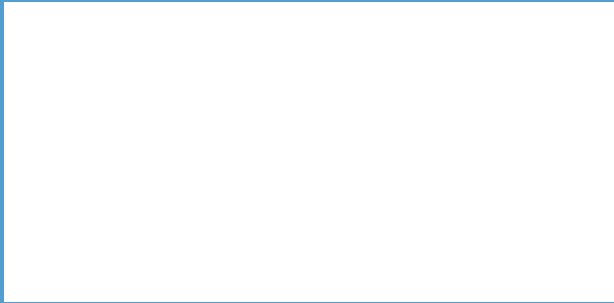
Since the start of 2024, this community-based program has welcomed 39 healthy newborns from participating mothers, with many more expected soon.

The United States currently lags behind other developed nations in maternal mortality rates. Black women face a disproportionately higher risk, being 3 to 4 times more likely to succumb to pregnancy-related complications compared to white women and experiencing a higher incidence of premature births. It is imperative that all expectant individuals have access to safe, dignified maternal healthcare that promotes healthy pregnancies and deliveries.

Throughout the journey of pregnancy, as well as before and after childbirth, it is essential for every person to have access to quality healthcare services, information, and the necessary social and economic resources to support their overall health and well-being.



**OUR GOAL**



**THANK  
YOU!**



100%

75%

50%

25%

