

August 2018

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	4
	6	7	8	9	10	11
	13 Use this week to finalize your fundraising and communication plans	14	15	16	17	18
 <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>	20 Distribute pledge forms, resource guides, and envelopes to all Offices	21	22 Include “SECA is coming up” message in newsletters and/or intranet	23	24 Brief directors, chiefs, & supervisors this (or make sure agency leadership has)	25
	27 Invite SECA managers to visit - <i>be welcoming!</i> They may also reach out to you.	28	29 Prepare: review talking points, hang posters, update intranet, etc.	30	31 Check in with all field offices to ensure they are “ready to go” on	

September 2018

TIPS	Mon	Tue	Wed	Thu	Fri	Sat
						1
 <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>	3 Holiday	4 Start of campaign! OA email to all employees	5 Kickoff event in Soldiers’ Grove	6 Send message from agency head or deputy	7 Having an agency kickoff event or fundraiser	8
	10	11	12	13 OA email to all Employees	14 Update agency progress on intranet or via email	15
 <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>	17 Use this week to check in with field offices (are more SECA materials needed, etc.)	18	19	20	21 Update agency progress on intranet or via email	22
	24 Travel to field sites, if necessary Additional fundraiser this week	25 OA email to all Employees	26	27	28 Update agency progress on intranet or via email	29

October 2018

TIPS	Mon	Tue	Wed	Thu	Fri	Sat
 TIP: SECA is halfway over! Keep up the momentum.	1	2	3	4 OA email to all Employees	5 Update agency progress on intranet or via email	6
 TIP: A personal ask makes a big difference. Find enthusiastic employees to be "SECA champions" and ask other employees to give.	8 Holiday	9	10 Send 2nd message from agency head or deputy	11	12 Update agency progress on intranet or via email	13
	15 Additional fundraiser	16 OA email to all Employees	17	18	19 Update agency progress on intranet or via email	20
 TIP: Use this week to talk to employees for final push!	22	23	24	25 OA email to all Employees	26 Campaign Ends Thank employees for their support!	27
	29	30	31			