

# August 2023

TIPS	Mon	Tue	Wed	Thu	Fri	Sat
 <b>TIP:</b> Your agency communications staff can be an asset to your campaign.  Ask them for support or to be on your campaign committee.		1	2	3	4	5
	7 Use this week to finalize your fundraising and communication plans	8	9	10	11	12
	14 Distribute pledge forms, resource guides, and envelopes to all Offices	15	16 Include "SECA is coming up" message in newsletters and/or intranet	17	18	19
 <b>TIP:</b> Find out what communications and meetings are already on the calendar for Sept and Oct—and if you can incorporate SECA into them.	21 Invite SECA managers to visit - <i>be welcoming!</i> They may also reach out to you.	22	23 Prepare: review talking points, hang posters, update intranet, etc.	24	25 Brief directors, chiefs, & supervisors this (or make sure agency leadership has)	26
	28 Check in with all field offices to ensure they are "ready to go"	29	30	31		

# September 2023

<b>TIPS</b>	<b>Mon</b>	<b>Tue</b>	<b>Wed</b>	<b>Thu</b>	<b>Fri</b>	<b>Sat</b>
 <p><b>TIP:</b> 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 <a href="http://www.seca.pa.gov">www.seca.pa.gov</a> for ideas.</p>					<i>1</i> <b>Start of campaign!</b>  OA email to all Employees	<i>2</i>
	<i>4</i> <b>Holiday</b>	<i>5</i> Send message from agency head	<i>6</i> OA email to all Employees	<i>7</i>	<i>8</i> Hold an agency kickoff event or fundraiser	<i>9</i>
 <p><b>TIP:</b> 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>	<i>11</i> Update agency progress on intranet or via email	<i>12</i> Use this week to check in with field offices (are more SECA materials needed, etc.)	<i>13</i> Kickoff event in Soldiers' Grove	<i>14</i>	<i>15</i>	<i>16</i>
	<i>18</i> -Update agency progress on intranet or via email -Fundraiser this week	<i>19</i>	<i>20</i>	<i>21</i> OA email to all Employees	<i>22</i>	<i>23</i>
	<i>25</i> Update agency progress on intranet or via email	<i>26</i>	<i>27</i>	<i>28</i>	<i>29</i>	<i>30</i>

# October 2023

<b>TIPS</b>	<b>Mon</b>	<b>Tue</b>	<b>Wed</b>	<b>Thu</b>	<b>Fri</b>	<b>Sat</b>
 <b>TIP:</b> SECA is halfway over! Keep up the momentum.	2	3	4 OA email to all Employees	5	6	7
 <b>TIP:</b> A personal ask makes a big difference. Find enthusiastic employees to be "SECA champions" and ask other employees to give.	9 Update agency progress on intranet or via email	10	11 Send 2nd message from agency head	12	13	14
	16 <b>Holiday</b>	17	18 OA email to all Employees	19	20	21
 <b>TIP:</b> Use this week to talk to employees for final push!	23 Update agency progress on intranet or via email	24	25 OA email to all Employees	26	27 <b>Campaign Ends</b>  Thank employees for their support!	28
	30 Update agency progress on intranet or via e-mail	31				