

2024 SECC Torchbearer Training

A guide to the 2024 State Employee
Charitable Campaign



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Training Outline



OVERVIEW

An overview of the State Employee Charitable Campaign



TWU CAMPAIGN

An overview of TWU's 2024 SECC Campaign Strategy



DUTIES

A review of the duties of a Torchbearer



RECOMMENDED PRACTICES

Tips & tricks for you as a torchbearer

Texas SECC

Establishes
local
campaign
areas



A

Appoint local
employee
committees



B

Appoint
campaign
managers



C

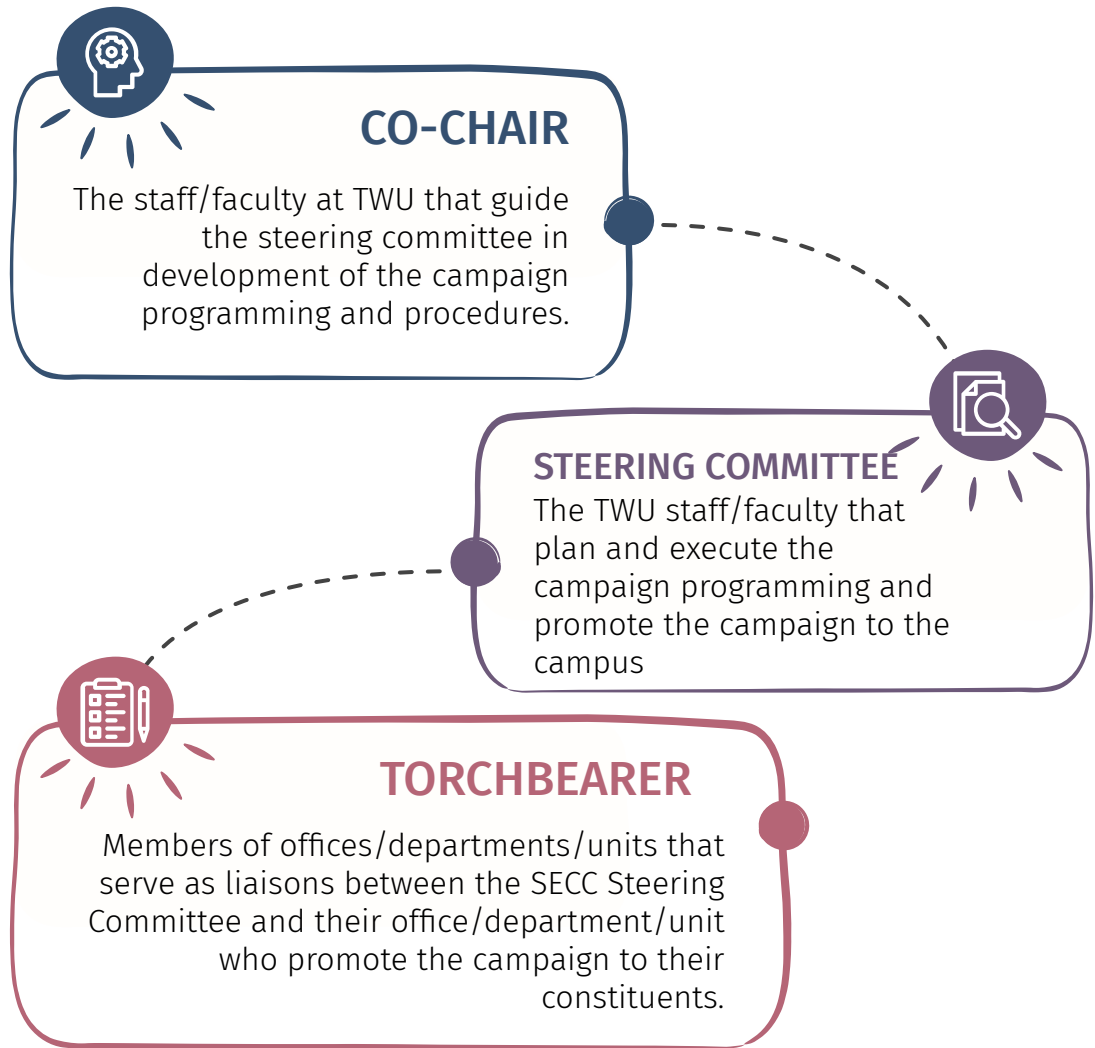
Establish
organization
and structure
of SECC



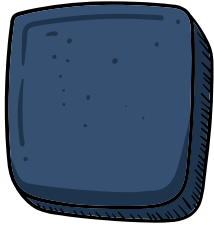
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TWU SECC

The local level of SECC in which Texas Woman's University staff and faculty contribute donations. The campaign is organized by a steering committee and events and programming is used to encourage donations.

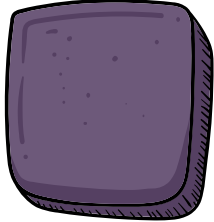


Co-Chairs



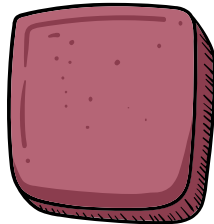
Anthony Nel

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David Rylander

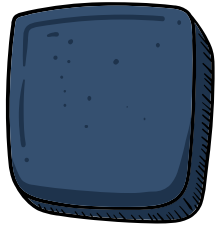
drylander@twu.edu
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Kelsey Zemler

kzemler@twu.edu
940-898-3027

SECC Coordinator



Nora Sierra

nsierra@twu.edu
940-898-3352



The SECC Coordinator is the only person who access to the donation platform to see who has donated. The SECC Coordinator manages donation collection and ensures we remain in accordance with the rules of the campaign.

SECC Steering Committee

Lori Aaron

Ivan Lee

Theresa Switzer

Pamela Baker

Anthony Nel

Andy Tucker

Grace Harmon

Geneva Quincy

Jessica Walling

Brandy Henry

Mahesh Raisinghani

Danielle Woolery

Lou Ann Hintz

David Rylander

Kelsey Zemler

Emily Hoover

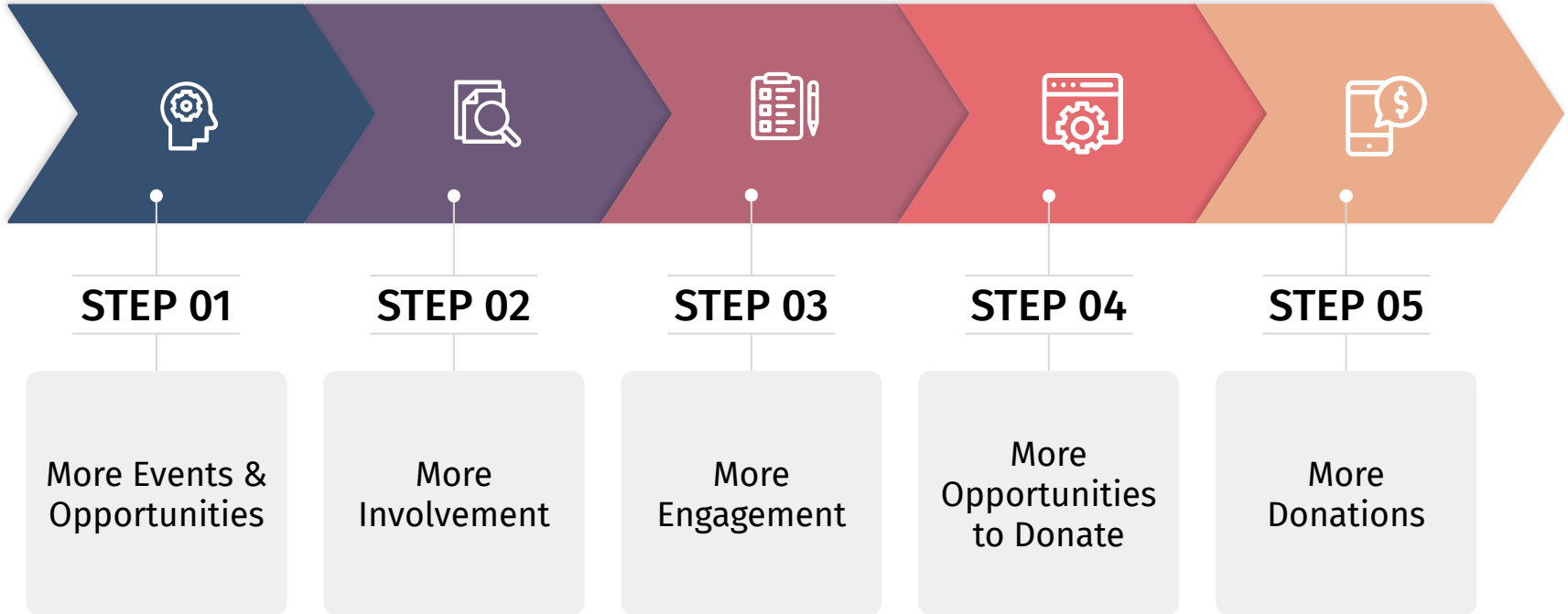
Nora Sierra

TWU CAMPAIGN PURPOSE



Provide events and friendly competition to encourage TWU Faculty & Staff to come together, have fun, and donate to the cause. The primary source of donations is payroll deduction forms, therefore, the primary purpose is to encourage submission of forms.

The Theory



Our 2024 Events



2024 SECC Website Review

Let's have a look at the SECC Website, a resource for all things SECC!



2024 TWU SECC CAMPAIGN

How to Donate

1

Give via Form



2

Give Online



See the [How to Give](#) webpage on the SECC Website for details

Something Old and Something New

Bettye Myers Challenge

The Bettye Myers Challenge criteria has been overhauled! See the [Bettye Myers Challenge](#) webpage for details.

Campaign Points

Introducing a new competition to SECC 2024! Participating in events and activities will earn your component points towards the [SECC Championship](#) trophy!

Torchbearer Priorities & Duties

INFORM



Ensure that all members of your office are informed on all the events in the campaign, how to participate, and how to donate.

ENCOURAGE



Encourage participation in the events. Set reminders for yourself and others. Bring your office together.

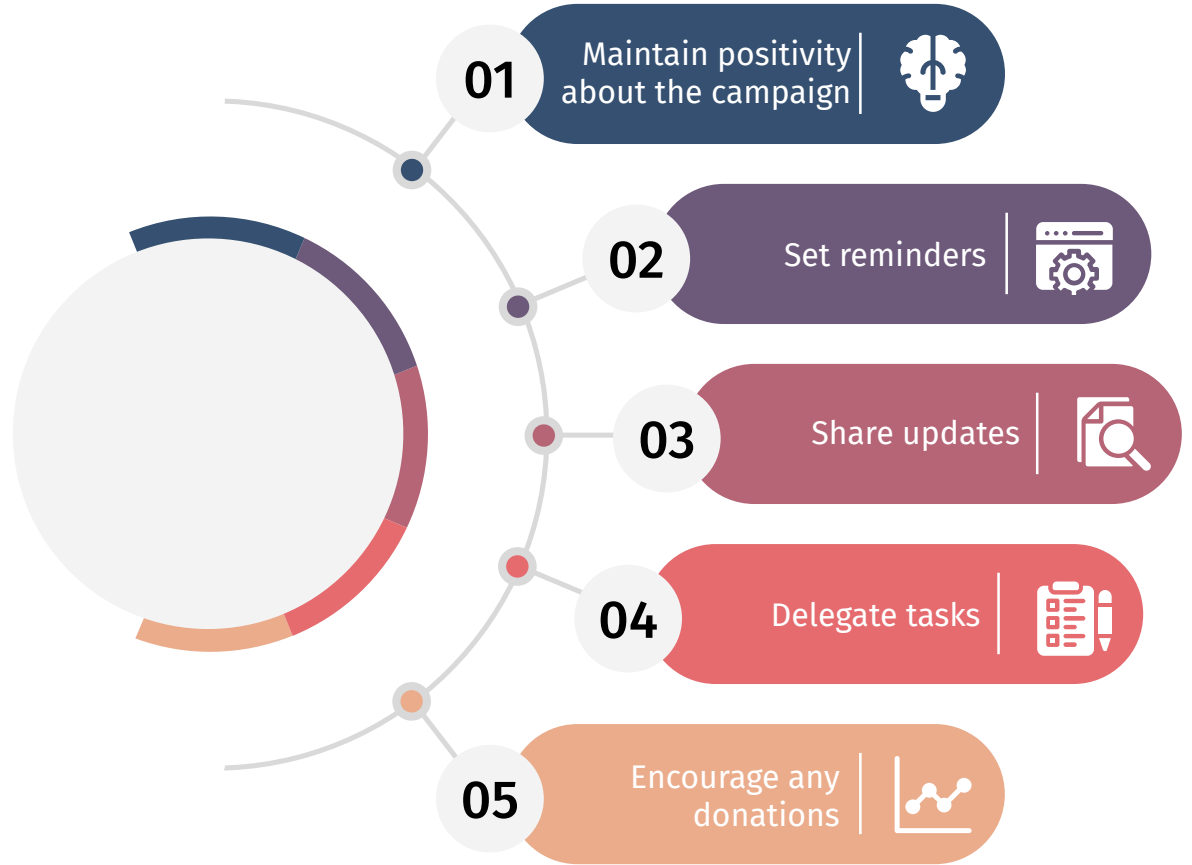
ORGANIZE



Help your office organize groups to attend events. Serve as a team leader in events, provide avenues to collaborate, and keep things organized.

Things to do as Torchbearer

These are some tips and concepts to help you be more successful in your role as torchbearer



Torchbearer No-Nos



FORCE

DO NOT force or coerce people to donate or participate in events



AMOUNT

DO NOT tell people how much they need to donate or who they need to donate to



HECKLE

DO NOT continue to bother someone who clearly doesn't want to participate



REVIEW

DO NOT open or review donation forms

Recommended Practices & Ideas

Ideas and practices that have been
used by Torchbearers in the past



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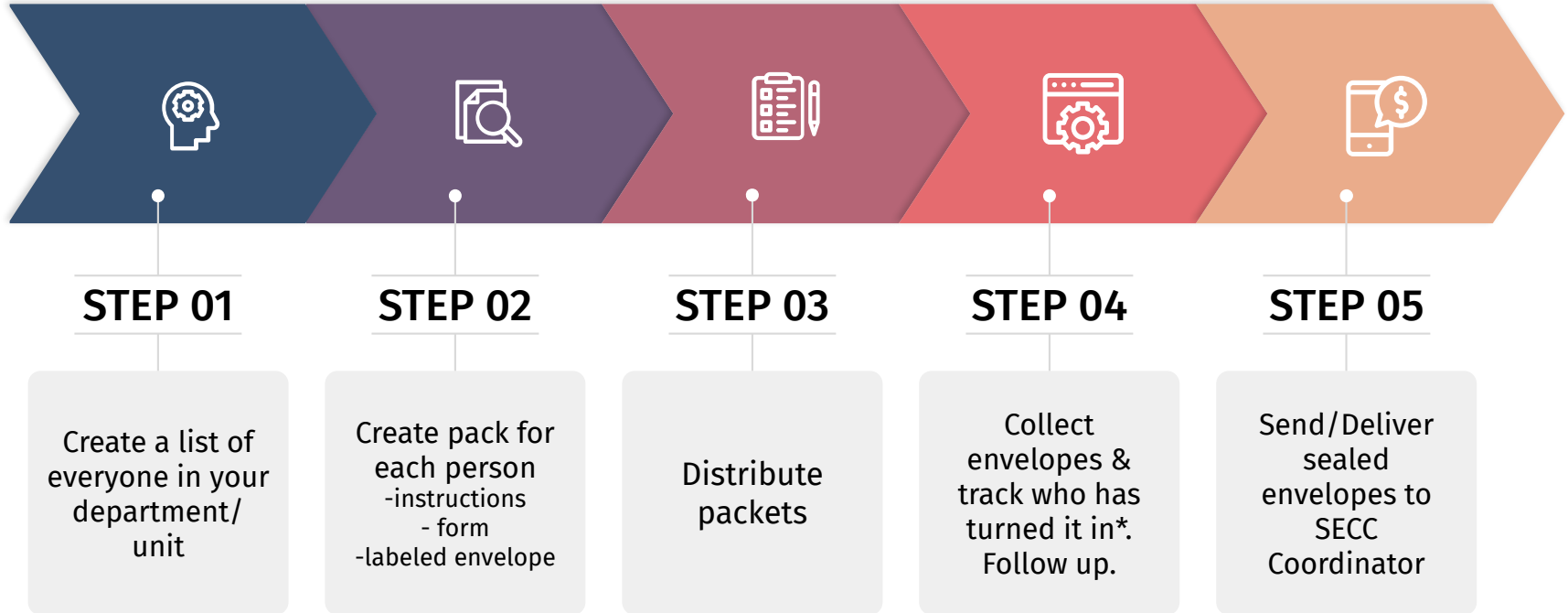
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Tracking Donations for the Bettye Myers Challenge



*those who don't want to donate can turn in a blank form in their envelope

Event Tips

KICK-OFF

Determine who is interested in going

Try to form tables of 8

Get a director to sponsor a table for those who wish to attend

Reach out to other departments to see if they would like to split a table

FUN RUN

Form a group to go on the fun run together

Encourage non athletic people to join and casually walk the fun-run

Band together to pledge one person in the department to try and get the highest pledge amount

BINGO

Let people know they can use multiple bingo cards per game

If not attending in person, play BINGO with your department in a conference room

Event Tips

TriBALLathon

Delegate a team leader or be a leader yourself

Get excited about the new game!

Encourage spectators to earn spectator points

Wear matching outfits!

Trivia

Form a strategic group

If a lot of people want to do trivia, form multiple groups

Study material for the trivia together as a group

Cook/Bake-Off & Basket

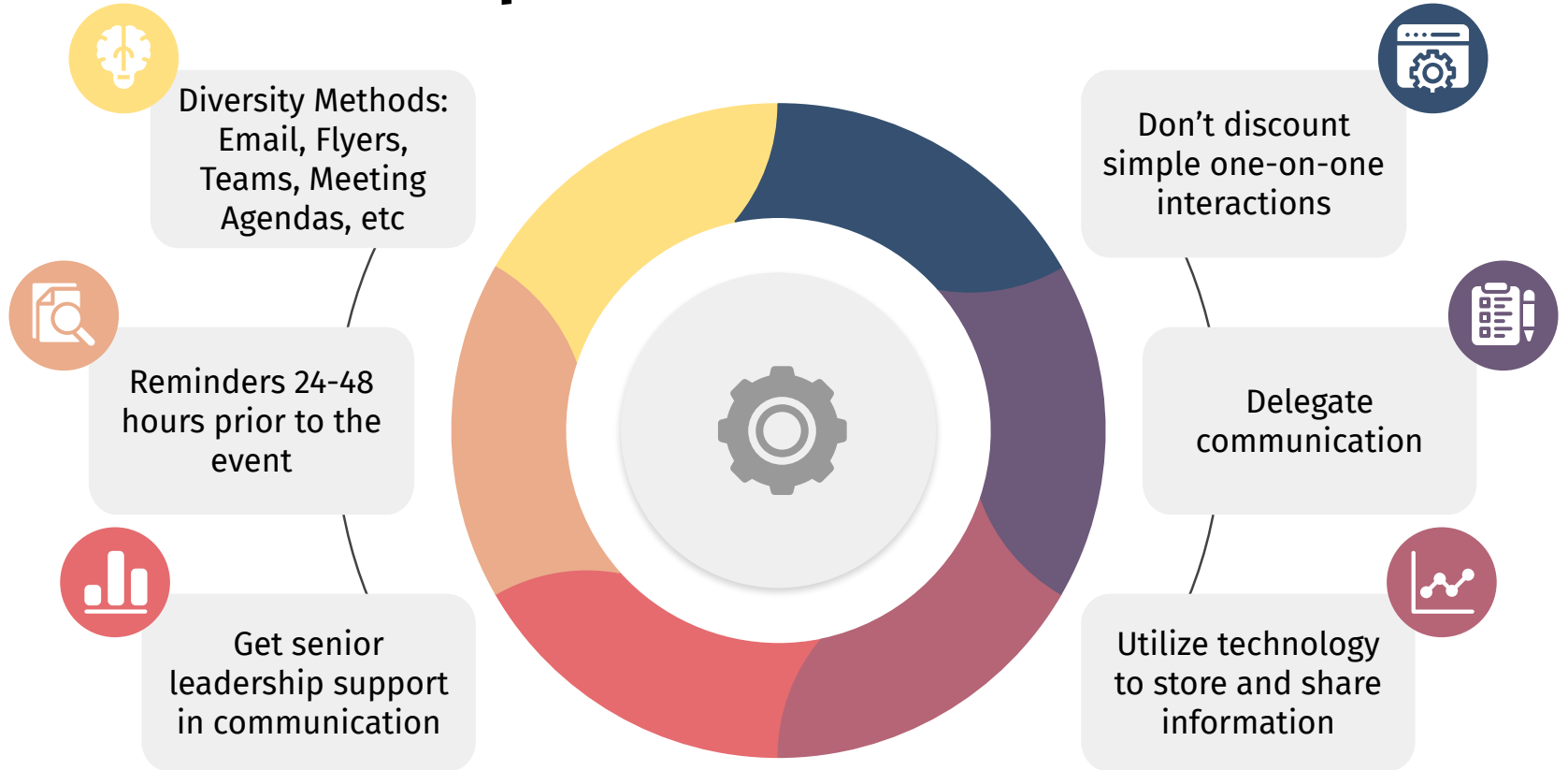
Go as a group to the event to support those with entries

Let people know they can submit multiple entries

Offer the option to collect items or collect money to create the basket

Select a theme for your basket

Tips for Communication



Recommendations from Past Torchbearers

Have a technique that was successful for you in the past? Share it now with the group!



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Thank you!

Questions?

