



CAMPAIGN PLAYBOOK

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A Message from the SCC CHAIR



ADRIA BERRY

**2026 State Charitable
Campaign Chair**

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 2025 and raised over \$304,000. 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 \$310,000.

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.

STEPS FOR A SUCCESSFUL CAMPAIGN

Thank you so much for taking the role as the Employee Campaign Coordinator (ECC)! Not only are you providing a tremendous service to your organization, your efforts make a difference by improving lives and building a stronger community in 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 SCC team is also available to help you access tools and discuss the ideas in this guide. Contact us at 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 SCC representative to get started. If you don't know who your contact is, reach out to us at 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 for a SCC staff member to share about the programs your fundraising will support. Include a member 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 SCC.

STEP 4 Make the Ask

The No. 1 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 CEO/commissioner write a letter or make a speech. CEO 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 staff to ensure they receive totals and donor detail.
- Share the impact! Publicize the campaign results in your agency newsletter, intranet, social media channel or a message from the CEO. **Remind donors that the SCC makes it easy to make a difference.**
- 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. Contact your SCC coordinator for charity videos and stories.

I

IMPACT

Provide impact statements – what does my donation do at various levels? See the “What A Dollar Buys” under Additional Resources at the end of this packet for options.

A

ACCELERATE SUCCESS WITH GAMES

Daily prizes, trivia, drawings, food etc. are a great way to keep people connected. Consider having prizes for those teams who reach their goals. Interdepartmental competitions are great motivators!

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 SCC staff, show charity videos and host a 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 (video, materials). If kickoff was virtual and recorded, invite those unable to attend to watch the recording.

WEDNESDAY

Email touchpoint (video, materials). “Don’t forget to make your pledge by Friday! We will have a special drawing for all submitted pledges.”

THURSDAY

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

FRIDAY

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



TIMELINE FOR TWO-WEEK CAMPAIGN

MONDAY

Host a kickoff event with SCC staff, show charity videos and host a 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 (video, materials). If kickoff was virtual and recorded, invite those unable to attend to watch the recording.

WEDNESDAY

Email touchpoint (video, materials).

THURSDAY

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

FRIDAY

Recap week and what activities are ahead.

MONDAY

Show video, 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 SCC member charities or trivia game at the end with a prize.

THURSDAY

Final push to encourage pledging. Email touchpoint (video, 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 a senior executive to distribute electronically to all employees. SCC and member charity speakers are also available to join virtual or in-person kickoffs to share the impact of gifts made to the SCC.

AVAILABLE RESOURCES

This ECC guide and more are available online in our [Campaign Toolkit](#). These documents include sample email messaging, video links, PDFs of collateral materials and more.

Your SCC Account Executive 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. Find who supports your campaign by emailing scc@unitedwayokc.org.

COMMUNICATIONS

Coordinate outgoing communications to avoid overwhelming employees. Be sure to promote any special events, pledge drawings or other 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 and prizes include a day off with pay, rewards or drawings for unique experiences.

Consider using their completed pledge forms as entrance into the drawing, 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 state 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 Page 18.

Be sure to mark your calendar for SCC events throughout the year, as well!

LEADERSHIP GIVING

Leadership giving through the State Charitable Campaign provides an opportunity for state employees to maximize the impact of their contributions. An annual gift of \$180 (\$15 per month) or more will support hundreds of local charities addressing health and human service needs of Oklahomans.

To learn more about leadership giving, email scc@unitedwayokc.org.

RECOGNITION AND THANKS

Send thank you e-cards from your CEO/Commissioner, Campaign Chair, Campaign Co-Chair, Campaign Coordinator or other team members.

Send personal thank you notes to each of your Campaign Committee members.

Highlight givers of a certain level on a team call or monthly e-newsletter.

If possible, host an event or have a special thank you for donors who give at a certain level, or by a deadline

Publicize results and reiterate the impact of gifts via your agency newsletter, email or intranet.

KICKOFF PLANNING SCHEDULE

FIRST

Confirm CEO/Commissioner Attendance

Before picking an event date, work with your CEO'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 the event.

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 staff to request a member 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. SCC staff have examples. 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., CEO, department head, yourself) feels prepared. Work with SCC staff to confirm they and/or the member 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 kickoff 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 impacting.

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. An exception could be if you are the campaign coordinator at a very large or multi-site state agency.

Q: WHEN SHOULD OUR GIVING CAMPAIGN RUN?

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

Q: WHEN DOES PAYROLL DEDUCTION START?

A: Payroll deduction usually runs from Jan. 1 – Dec. 31. However, the SCC does not set your payroll schedule; it is an agency's decision. Also, just a reminder that these are pledges only; 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! This Campaign Playbook is filled with tools to equip any 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: The SCC supports a 24/7 information and referral service called HeartLine 2-1-1. 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 community-minded individuals creating lasting change in Oklahoma. Together with supporters like you, we're uniting people and resources to improve lives and strengthen communities! We hope this Playbook provides the necessary resources to run your campaign. Please reach out to your SCC Account Executive for additional support and guidance throughout your campaign at scc@unitedwayokc.org.



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 much you need
- Can be personalized
- A great tangible reminder for donors



VIRTUAL (EZ-Pledge)

- Ability to send follow-up emails to non-respondents
- State agency-branded
- SCC staff handles spreadsheet of results and payroll information

	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

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 state campaign. Who sends the emails? We recommend they are sent from your Employee Campaign Coordinator (ECC) or a leadership team member.

PRE-KICKOFF EMAIL

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

Recommended send time: 2 weeks prior to campaign kickoff

From: [state agency ECC]

To: [employees]

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

Hi team,

We invite you to join us in helping our community become stronger, healthier, and more compassionate by making your pledge to support the State Charitable Campaign (SCC)!

Your pledge is vital to support more than 200 charities across Oklahoma addressing needs, such as homelessness, grief counseling, domestic violence, female incarceration, food insecurity and other critical challenges in our community.

We will kick off our State Campaign on [Kickoff Date] Don't miss out on all the fun activities we have planned to support our local SCC!

Thank you,

[ECC]

KICKOFF PRESENTATION EMAIL

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

Recommended send time: 3 days before campaign kickoff

From: [state agency ECC]

To: [employees]

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

Hello everyone,

We are officially kicking off our State Campaign on [date, time] with [event]. Watch this charity's success story video to hear the life-changing stories from local clients who will share how your support of the SCC has changed their lives. (Get links from SCC staff).

Join us [time, place, date] to hear more about the SCC and how your giving makes a tremendous difference in our community.

See you then!

[ECC]

SAMPLE EMAILS

PLEDGE EMAIL

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

Recommended send time: Immediately after kickoff meeting

From: [state agency leadership team member]

To: [employees]

Subject: Make YOUR Impact!

This year, we are aiming to do everything we can for our community. Our goal is [insert \$ campaign goal]. Your support of the SCC helps local, statewide and international individuals and families find healing and recovery through therapy, overcome challenges to employment, receive low-income health care, provide housing for those experiencing homelessness, meals for those faced with food insecurity and so much more. [donate link if EZ-Pledge]

We want to reach or even exceed our goal! Stay tuned for upcoming events and volunteer opportunities.

Unable to attend the kickoff? Watch the recording here [link recording if applicable]. Thank you for supporting your local SCC!

[ECC or Leadership team member]

MAKE A DIFFERENCE EMAIL

Purpose: Demonstrate to employees how their donations are making a difference

Recommended send time: 3 days after kick-off meeting

From: [state agency ECC or leadership team member]

To: [employees]

Subject: Watch [Charity Name]'s Success Story Video

Because of you, the SCC can keep the social safety net strong for thousands of individuals and families just as they have for the past 37 years. With that in mind, I hope you'll watch [Charity Name]'s video, which illuminates the impact your support has for our neighbors.

INSERT NEW CHARITY VIDEO BLURB ABOUT FEATURED CLIENT HERE

I hope you'll watch this year's success story to learn that the SCC makes it easy to make a difference.

[ECC or Leadership team member]

SAMPLE EMAILS

YOUR DONATIONS AT WORK EMAIL

Purpose: Show what outcomes were made possible through employee giving

Recommended send time: Halfway through the campaign

From: [state agency ECC or leadership team member]

To: [employees]

Attach: What A Dollar Buys Graphic

Subject: Why We Give to the SCC

When you give \$15 per month to the SCC, you are providing:

- 45 meals for individuals in need each month
- Daily living support for 60 older adults
- Mental- and medical- health care for 5 Oklahomans
- 30 Oklahoma children with access to quality music lessons

Please consider donating to the SCC today at [\[your pledging tool\]](#).

Our collective giving empowers us to build a stronger community so all can thrive.

[\[ECC or Leadership team member\]](#)

PRIOR TO CAMPAIGN CONCLUSION

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

Recommended send time: A couple days before campaign concludes

From: [state agency leadership team member]

To: [employees]

Subject: Let's Strengthen Our Community Together

We are making great progress toward our state 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 ensures Oklahomans can thrive. Make your pledge today to build a stronger, healthier, and more compassionate Oklahoma community.

[INSERT PLEDGE LINK IF APPLICABLE HERE](#)

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 make this year's campaign exceptional with your pledge supporting the SCC!

[\[ECC or Leadership team member\]](#)

SAMPLE EMAILS

THANK YOU EMAIL

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: [state agency ECC or leadership team member]

To: [employees]

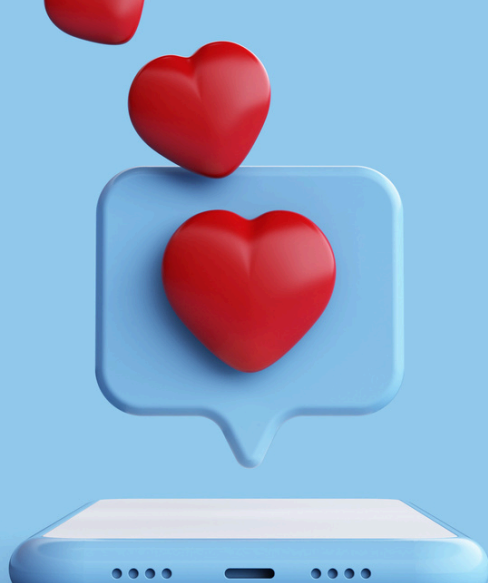
Subject: We Couldn't Have Done It Without You!

Thanks to 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 all the children, adults and families who will be helped in our community through the support of SCC charities.

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

Together, our community can thrive.

[ECC or Leadership team member]



SOCIAL MEDIA

Maximize your campaign's impact on the community by sharing your story on social media and encouraging your employees to do the same.

With our social media tips, you can:

- Reach state agency partners and share your agency's community impact
- Engage employees with state campaign messaging to increase participation
- Highlight your state campaign to drive interest internally and externally

Feel free to use this material as-is or customize to fit your brand. If you have any questions, please reach out to scc@unitedwayokc.org.

TELL YOUR STORY

Here are some general social media best practices to keep in mind as you post about your State Charitable Campaign:

- You are supporting your community in an exceptional way. Help your followers recognize this and talk about the good things you are doing for your employees and the community.
- Tie your SCC support with an important part of your agency. Focus on why you chose to be a SCC partner and how it makes the community better. More and more consumers prefer to do business with socially-responsible agencies.
- Use this as an opportunity to talk about a specific project or initiative that you implemented and how it is benefiting your employees and/or the community.
- Include images, photos and videos when possible. Social media platforms prioritize posts containing images, providing more exposure.
- Consider posting at least weekly on your social media platforms. If someone responds to one of your posts, it is a good idea to respond and engage with them.

HASHTAGS

Hashtags help people easily follow topics and increase social media engagement. We encourage you to use the following hashtag at the end of your posts when talking about your 2026 campaign.

#SCC2026

Facebook/Instagram/Twitter/X

- Post about successful events and volunteer opportunities through videos and photos
- Tip: Give a shout out to the local nonprofits and individuals that made it happen
- Highlight your agency's leaders and their involvement
- Tip: Consider getting a quote about why they love to support the SCC
- Engage your audience with employee highlights or #WhyGive stories

LinkedIn

- Repurpose blog posts
- Describe your state agency's volunteer efforts, leadership highlights and employee accomplishments

SAMPLE POSTS

This week, we support the SCC with our 2026 campaign! It takes all of us giving what we can to solve the challenges our community faces. #SCC2026

We all thrive when kids succeed in school, when families have a stable income, when communities are healthy and when people have emergency access for services like food and shelter. That's why we support the SCC! #SCC2026

Supporting our local community is one of our core values at [Insert Agency] and that's why we proudly support the SCC. Learn more by visiting [website](#). #SCC2026

We have raised [DOLLAR AMOUNT] for our 2026 State Charitable Campaign! Thank you to all our team members who give back to our community and for sharing hope with our neighbors who need it most. #SCC2026

We proudly support the SCC for the health, education and financial security of all people living in Oklahoma. Thank you for making it easy to make a difference! #SCC2026

IN-PERSON EVENT IDEAS

50-50 DRAWING

50-50 drawings involves the sale of tickets with the proceeds being split evenly between the winner and the SCC. Your only fundraising expense is the tickets, and all you need is one or more ticket sellers. Each ticket normally sells for \$1 a piece, with an incentive for multiple purchases, such as 3 tickets for \$2 or 5 tickets for \$4. Using a price incentive for multiple tickets can increase your total sales and builds a larger prize. The 'take' is tallied and one-half awarded to the holder of the lucky number.

BAKE SALE

Encourage employees to enter their Route 66-themed baked item, like dirt cups or tail mix, to sell during your campaign with proceeds benefitting your campaign. Have a "Top Chef" competition between floors/departments.

BALLOON POP

Employees donate prizes for this event – a variation of a traditional drawing. Before filling a balloon with air, 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 prize they've won. Include a SCC charity fun fact in each balloon.

BASKET DRAWING

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 tickets for \$1 - \$5 each. Employees can select which basket(s) 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.

LEADERSHIP LET LOOSE

Get your leadership involved! If your staff reaches a fundraising goal or milestone, leadership will participate in a dance off or sing off of staff's choosing. A pie in the face is also a popular option!

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.

DRIVE-IN MOVIE

Use a parking lot or large room and turn it into a "drive in movie." If inside, create a prize for best cardboard cut out car. Charge an admission fee of \$5 and sell concessions, or have a drawing at intermission!

SCAVENGER HUNT

Hide "landmarks" around the office – make cut out's or print outs of famous route 66 landmarks. Have teams pay a fee to play and give out prizes : gift cards or route 66 trophies

ROUTE 66 CAR SHOW

Charge an entry fee for each car and set up the event in the parking lot. Have a fan favorite award, maybe a golden hot wheel!

ROUTE 66 POKER RUN

Participants pay an entry fee and travel to 5-7 Route 66-themed stops (departments or rooms), collecting one playing card at each stop, with optional donations to draw extra or swap cards, and the best poker hand at the final stop wins a prize.

ROUTE 66 DINER

Turn your breakroom into a diner and serve burgers (or other diner foods), be sure to include a Root Beer Float bar!

VIRTUAL EVENT IDEAS

STAFF SUPERLATIVES - AN ONLINE VOTING CONTEST

Host a virtual SCC Route 66 photo contest where every dollar donated is a “vote” to select a winner. Tie the photo contest to your campaign by creating best costumed categories by classic movies or characters. For example, create categories such as “Route 66” and “Road Trip”, or feature your employees, staff and supporters with ideas like best costumed or funniest dance move.

RUN THE ROUTE

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.

VIRTUAL SCAVENGER HUNT

Identify a number of SCC and SCC charity trivia points that can be located on shared SCC material or on the [SCC's website/brochures](#).

ONLINE LEARNING ACTIVITIES

Learn a new skill led by local influencers, professional volunteers or colleagues. A list of supplies for participants to buy can be sent or purchased in advance.

ONLINE POP-UP SHOP

Partner with a local vendor to sell custom apparel and merchandise with a portion of the proceeds benefiting the SCC

ROUTE 66 THEMED TRIVIA

Gather your team and test your knowledge of the Mother Road, Oklahoma History, pop culture and fun roadside attractions! Ex where is the hippo located on route 66? What was the original name going to be for Route 66? Each team can donate an amount to play for fun-filled competition.

ONLINE AUCTION

Ask individuals or teams to put together Route 66-themed baskets or prizes that can be auctioned off to other employees, customers, and/or the general public. Educate voters how the auction proceeds benefit SCC charities

VIRTUAL COOKING CLASS

Cooking class with a ‘celebrity chef.’ State agencies 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.

ROUTE 66 BINGO IN DAILY COMMUNICATIONS

Sell online themed bingo cards and plant clues in virtual meeting discussions, emails, or announcements.

HOST A ROUTE 66 DRIVE-IN MOVIE

Show a Route 66 or road trip themed movie online and invite individual competitors or departments/teams to pay to enter a themed trivia game. They have to watch the movie to find the clues, and the person or team with the most correct answers wins a movie/popcorn package!

VIRTUAL DRIP BALLOON POP

Employees donate prizes for this event – a variation of a traditional drawing. 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.

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 Account Executive



WHAT A DOLLAR BUYS

Your weekly SCC contribution ensures all Oklahomans can thrive.

WHAT MATTERS MORE?

A \$1 SODA

per week

O
R



**AN INDIVIDUAL
EXPERIENCING FOOD
INSECURITY**

can receive twelve nutritious meals

A \$2 BAR

of chocolate per week

O
R



**A FAMILY FACING
EVICTION**

receives support with rent and utilities,
empowering them to regain stability

A \$5 CUP

of coffee per week

O
R



**52 YOUTH AT A DROP-IN
SHELTER**

can receive a hot meal

A \$10 LUNCH

per week

O
R



**A MOTHER
EXPERIENCING
HOMELESSNESS**

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



STATE CHARITABLE CAMPAIGN

Who We Are

Since 1989, the State Charitable Campaign (SCC) has offered an efficient, accountable way for state employees to support their local communities and contribute to vetted charities through the convenience of their workplace.

The SCC supports 200+ local, statewide and international charity members. With SCC funding, these charities annually provide health and human services to thousands in need.



Our Impact

**\$11.7+ MILLION
RAISED OVER 37 YEARS**

**37+ YEARS
SUPPORTING OKLAHOMANS**

**200+ CHARITIES
ACROSS 12 FEDERATIONS**

CREATING A STRONGER,
HEALTHIER AND MORE
COMPASSIONATE COMMUNITY



OUR GOAL

**THANK
YOU!**

SCC
State Charitable Campaign

