



✓ 2027 MSECC Coordinator Checklist

This checklist is designed to help MSECC (Missouri State Employees Charitable Campaign) coordinators manage their campaign responsibilities effectively throughout the pledge drive. Use it as a practical guide to stay organized, on schedule, and connected to your campaign goals from planning through wrap-up.

Getting Started

- ☐ **Review** previous year's results and note opportunities for improvement.
- ☐ **Attend** coordinator training and gather key campaign resources.
- ☐ **Identify** key volunteers and confirm their roles early.
- ☐ **Set** campaign goals for participation.
- ☐ **Prepare** campaign pledge cards, incentive items, batch reports/envelopes.
- ☐ **Schedule** kickoff events and important planning meetings.
- ☐ **Coordinate** with your agency leadership to secure support and alignment.
- ☐ **Reach** out to MSECC Home Office - Kim Hicks (573) 751-5076, msecc@oa.mo.gov, or kim.hicks@oa.mo.gov if you have any questions or need help getting started.

Campaign Launch

- ☐ **Distribute** campaign materials to site locations and volunteers.
- ☐ **Host** a kickoff event to generate excitement and visibility.
- ☐ **Communicate** campaign details, deadlines, and giving options clearly.
- ☐ **Make** sure employees have access to msecc.mo.gov/, ess.mo.gov/, and msecc.centralbank.net
- ☐ **Promote** the \$0.50 per pay period, \$ 1.00 per pay period.
- ☐ **Submit** money collected at the events to MSECC. **Please don't give funds directly to any charity.**

Active Campaign Period

- ☐ **Send** regular reminders to keep the campaign visible and active.
- ☐ **Organize** fundraiser events; refer to fundraising sheet on Coordinator Page.
- ☐ **Provide** weekly updates to your agency leadership on progress and participation.
- ☐ **Monitor** participation rates and adjust outreach as needed.
- ☐ **Use incentive items** provided by the campaign office. *All employees must be allowed to enter drawings regardless of whether they pledge a donation so that the drawing does not constitute an illegal raffle under Article III, Section 39(9) of the Missouri constitution.*
- ☐ **Ensure** team members understand how to complete online or paper pledge cards and how to view the Quick Reference Guide and Campaign Tracker on the campaign website.

Campaign Wrap-Up

- ☐ **Collect** final pledge forms and outstanding campaign materials by October 31; watch for communication about deadline extensions.
- ☐ **Submit** money collected at the events to MSECC. **Please don't give funds directly to any charity.**
- ☐ **Always** accept pledge cards, even after your campaign "officially" ends.
- ☐ **Thank** volunteers, donors, and leadership for their support.
- ☐ **Celebrate** achievements and share campaign highlights with your team.
- ☐ **Conduct** a post-campaign evaluation to assess outcomes and challenges.
- ☐ **Plan** to attend the December 8 Campaign Wrap Up for celebration, photos, and lunch!

Use this checklist as a flexible guide throughout the pledge drive, adapting it to your agency's needs and campaign timeline.

Reach out to MSECC Home Office whenever you have questions or need additional support.

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