



Coordinator Checklist

Important First Steps

- Everyone wins when you give! Think about the issue(s) and organization(s) that are close to your heart.
- Attend a training workshop to learn best practices for engaging your colleagues.
- Review last year's campaign with executive management to discuss what worked and what you would like to do differently.
- Don't do it alone! Recruit a POWERFUL team. Recruit coworkers who care about the community and are excited about the campaign.
- Develop a fun and exciting plan that includes a kickoff and timeline, virtual charity fair, and other activities and events.
- Work with your department executive to engage senior leadership and management in promoting the campaign and encouraging participation. Share your campaign plan and get their endorsement.
- Promote the campaign to educate, inform, and build enthusiasm. **We have resources for you!** You can download and print ready-to-use resources, including logos, e-cards, employee messages and graphics, posters, flyers and more at www.NJECC.net (select "Campaign Resources" from the navigation menu and click on "Volunteer Toolkit").

During the Campaign

- Lead by example and consider a personal pledge.
- Provide opportunities for every employee to participate:
 - Host a fun and engaging virtual kick-off event
 - Distribute campaign materials electronically (ecards, email, department website, employee portal)
 - Be sure everyone in your business unit is asked to participate
- Convey the power of each donation:
 - Tell your story. Talk about the causes you support and why you support them
 - Invite your coworkers to use their individual power to make a difference in a way that is important to them
 - Share the benefits and impact of payroll deduction
- Engage employees weekly with cause weeks! Throughout the campaign, shine the spotlight of any of the NJECC's featured causes which are designed to educate donors about the importance of supporting specific causes and charities that address those community needs.
- Host a virtual charity fair or schedule charity speakers to make presentations at staff meetings
- Follow the NJECC on Facebook, Instagram, and Twitter. Share your campaign results, events, videos, photos, and other campaign information using #NewJerseyGives

Wrapping up the Campaign

- Collect pledge forms, verify proper completion, and submit to the NJECC Campaign Manager with the Coordinator Report Form.
- Develop a thank you plan for volunteers and donors.
- Follow-up on pledge forms not received



Help Others
RISE ABOVE.

People helping people, a New Jersey tradition

SEPTEMBER-DECEMBER

GET STARTED: WWW.CHARITIES.ORG/NJECC

