



2020/2021 New Jersey Employees Charitable Campaign

Simple Giving in a Complicated Time



Compassion
in action

Fast Facts – What is the NJECC?

- ✓ Established by the NJ State Legislature in 1985
- ✓ Comprised of charitable organizations that apply to participate in the NJECC
- ✓ Only approved charitable payroll deduction solicitation of state and local public employees.
- ✓ NOT A UNITED WAY CAMPAIGN
- ✓ No state money used to run the campaign
- ✓ More than \$49 million raised for charities serving NJ residents since 1985



Sep-Dec 2020
www.NJECC.net

Campaign Objectives

- ✓ Raise Awareness
- ✓ Make the Ask
- ✓ Increase Participation
- ✓ Increase Engagement



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The Employee Coordinator is Responsible for:

- Planning the Campaign
- Sharing Information
- Liaison to the NJECC Campaign Manager



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Steps to a Successful Campaign



NJECC

THE HEART OF NEW JERSEY
GROWS STRONGER WITH YOU.

1985

35
Years

2020

Sep-Dec 2020
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Important First Steps

- ✓ Plan the details
 - ✓ Digital communications carry no germs!
 - ✓ Don't do it alone, recruit a powerful team
 - ✓ Plan for a 'campaign window'
- ✓ Engage Cabinet Leadership
- ✓ Make it Fun – Utilize the Virtual Toolkit
- ✓ Communicate Across Multiple Channels
 - ✓ Facebook
 - ✓ Instagram
 - ✓ Twitter
 - ✓ Email Signature
 - ✓ E-cards

Throughout the Campaign

✓ Lead by example

- ✓ Be the first to make your pledge

✓ Promote and Educate

- Endorsement letters/emails from top management
- E-Cards
- Coordinator Connection Newsletter
- Customizable PDF campaign flyers

✓ Create Awareness

- Cause Calendar
- Online Giving Days
- Virtual Fundraising Challenges
- Campaign Toolkit
- Social Media Toolkit
- Competition
- Invite Charity Representatives to Speak on Your Weekly Zoom Call

✓ Motivate Employees

- ✓ 35 Days of Giving
- ✓ Include success stories in your emails

✓ Track Results

- ✓ Customizable PDF Goal Chart
- ✓ Share campaign results using #NewJerseyGives

Wrapping up the Campaign

- Celebrate your successes
- Say “Thank You” often
- Collect pledge forms and send to Campaign Manager with a Coordinator Report Form

REPORT YOUR RESULTS

- Make a final request via email for all employees to visit the online pledge site and make a contribution.
- Report as soon as possible
- Ensure the pledge forms and report form(s) are filled out completely, signed and that the math is accurate.
- Report the final campaign total to the entire organization.

IMPORTANT: Please complete a Campaign Coordinator Report Form each/every time you submit paper pledge forms and checks for processing.

SAY “THANK YOU”!

*The most important
“Best Practice” of all....*

- ✓ Send a personal thank you to your campaign team and organization.
- ✓ Have your agency or department head send an organization-wide thank you.
- ✓ Generosity should be rewarded with sincere gratitude



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Campaign Volunteer Tool Kit



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Campaign Resources – Volunteer Toolkit

NJECC.net

The image shows a screenshot of the NJECC website. The main header features the NJECC logo and the text "New Jersey Employees Charitable Campaign". Below the header is a navigation bar with links: About Us, NJECC Charities, Making The Difference, Workplace Donors, Retirees, Campaign Resources, County PECC Info, and Contact us. The "Campaign Resources" link is highlighted with a yellow box. A yellow arrow points from this box to a secondary menu that appears to be a dropdown or a separate page. This secondary menu lists the following resources: Volunteer Tool Kit, Agency Fair Form, Ways to Increase Participation, Top Reasons to Give, Q & A, and Online Giving Platform. The main content area of the website features a large banner with the text "Compassion in action" and a "Donate" button. Below the banner are three sections: ABOUT US, THANKS TO YOU!, and NJECC BROCHURE, each with a "Learn More" or "View Now" button. At the bottom of the page, there are three promotional boxes: "Cause Weeks" with a "Learn More" button, "PLEDGE NOW" with a "See Examples" button, and "Why Donate via Workplace Giving?" with a "Watch This Video" button.

New Jersey Employees Charitable Campaign

Find us on facebook. Follow us on twitter. Follow us on Instagram.

About Us NJECC Charities Making The Difference Workplace Donors Retirees Campaign Resources County PECC Info Contact us

Compassion in action

Donate

1985

September

ABOUT US Learn More >>

THANKS TO YOU! Learn More >>

NJECC BROCHURE View Now >>

THE HEART OF NEW JERSEY GROWS STRONGER WITH YOU.

Cause Weeks >> LEARN MORE

PLEDGE NOW >> SEE EXAMPLES

Why Donate via Workplace Giving? >> WATCH THIS VIDEO

Events Calendar Overview

September

October

November

December

2020 NJECC runs Sep 15, 2020 – Dec 31, 2020

Social media messages (Twitter, Facebook, Instagram) – Sep - Dec

September Cause Weeks:

- Environmental Protection
- Disaster Relief
- Health & Medical Research

October Cause Weeks:

- Women & Girls
- Arts & Culture
- Mental Health
- Eradicating Hunger

November Cause Weeks:

- Education & Youth Development
- Veterans & Military
- Housing & Shelter
- Elderly

December Cause Weeks:

- Special Needs & Disabilities
- Human/Civil Rights & Protection
- Animal Welfare

NJECC 35 Year Anniversary Incentive
Promotion (Oct 5 – Nov 20)

#GivingTuesday
(Dec 2)

Share Your Selfie!
“I Give Because...” Cue Cards Video
(All campaign – big push between Nov 23 – Dec 4)

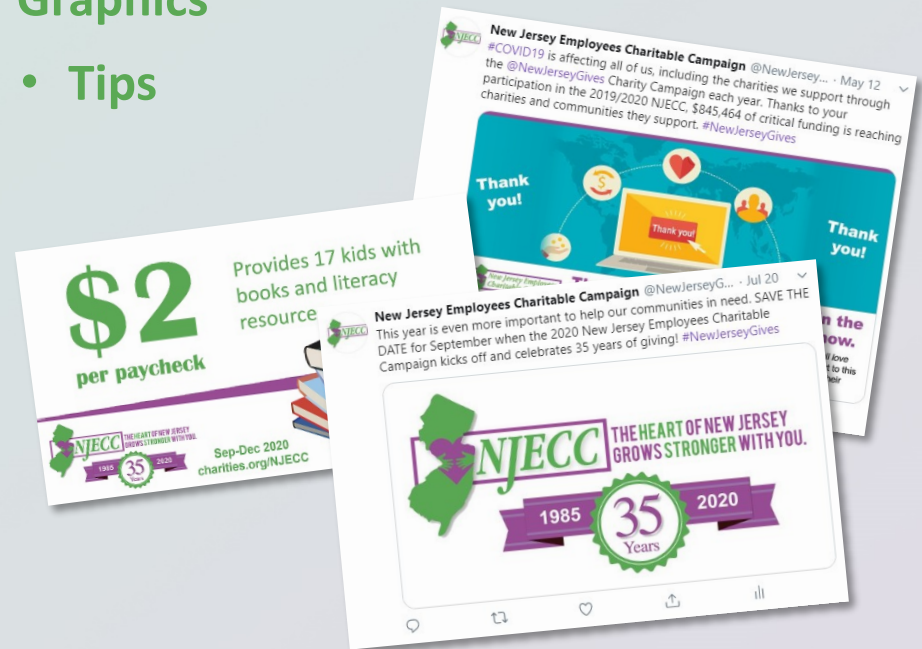
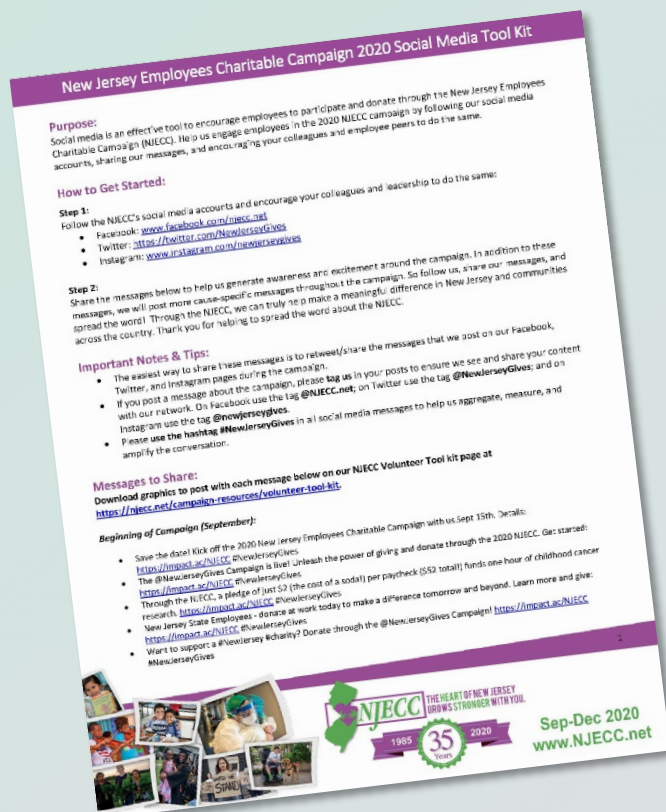
Social Media Toolkit



Generate awareness and excitement around the campaign and help connect employees to the participating NJECC charities and their impact!

Toolkit available at NJECC.net on “Volunteer Toolkit” page includes:

- Messages
- Graphics
- Tips



#NewJerseyGives

Cause of the Week Promotion

- ✓ During the 16-week campaign, we will feature 14 specific causes and NJECC charities that address those causes
- ✓ Each month, you will be provided with a toolkit of ready-to-use graphics, messages, and templates to use for that month, including:
 - ✓ Social media messages
 - ✓ E-cards
 - ✓ Editable Event Flyer (Word doc)
 - ✓ Virtual Charity Fair information pertaining to Featured Charity Videos and Success Stories on Donation Portal



NJECC 35 Year Anniversary Incentive Promotion

35 Days of Giving

Each week, between October 5 and November 20, we will hold a daily random drawing of employees who have submitted donations (online or via pledge form). The winner each day will get \$35 contributed to their designated charity(ies), up to 3 charities (thanks to our campaign partner: **Credit Union of New Jersey**).




Share Your Selfie! “I give because...”

Cue Cards Video

All campaign, with big push between Nov 23 – Dec 4

- Throughout the campaign, employees are encouraged to use one of our “I give because” templates to submit a selfie explaining why they give through the NJECC.
- A big push for employees to do this will take place Nov 23 – Dec 4, in coordination with Thanksgiving and #GivingTuesday.
- We will compile all the selfies employees and campaign coordinators submit into a video to use for the campaign wrap up promotions in December.
- Templates will be provided to make it easy for employees to either print a copy or display it on their electronic device.
- To submit your selfie, visit www.charities.org/NJECC and click “Submit Your Selfie”



SUBMIT A SELFIE

Name *
Please enter your name as you would like it to appear (first name only is fine)

Department and/or Agency *
Enter the name of your federal Department/Agency/Branch of Service to be displayed

Email Address *
This will not appear publicly, but will enable us to contact you about your selfie if needed.

Selfie Image Upload *
Your selfie will display best if taken in landscape mode (i.e., hold your phone horizontally instead of vertically).
File only.
File size limit:
Allowed types: gif, jpg, jpeg, png.
Want more tips for a great selfie?

No file chosen

One file only.
5 MB limit.
Allowed types: gif, jpg, jpeg, png.
Want more tips for a great selfie?

No file chosen



Online Giving Days

Use 24-hour Fundraising Challenges to Celebrate and Encourage Participation.

Align challenges and giving days with our 2020 NJECC Cause of the Week Calendar and national movements or social media hashtags to drive action, while building community.

Examples:

- #GivingTuesday
- #Movember
- #GiveForGood
- #Thebigpayback
- #Togetherwegive
- #MotivationMonday
- #BetterTogether
- #(Agency)Gives




Sep-Dec 2020
www.NJECC.net

Coordinator Connection Newsletter

NJECC Coordinator Connection Newsletter

July 29, 2020



Good morning!

As I mentioned in the email I sent you earlier this week, we are going to utilize germ-free digital donor engagement tactics for this year's campaign. But just because there won't be any printed campaign materials this year, doesn't mean you'll be empty-handed!

I've started using Mailchimp, an email marketing service, that will make it easier for me to share updates and campaign materials with you this year.

This email newsletter is the first of many you will receive from me prior to and throughout the campaign, arming you with everything you need to help make the 2020 NJECC campaign successful.

Time to Sign up for Coordinator Training!

Customizable Campaign and Event Flyer



Compassion in action

Department of Health and Agriculture Kick Off

Grab a coffee and join us online to kick-off this year's event virtually! Sign up at the link below or email [coordinator email] for more details. [insert link to sign up form here]

Oct 12th
9am – 2pm

Sep - Dec 2020 | charities.org/njecc

Ecards

New Jersey Employees Charitable Campaign
www.charities.org/NJECC



GIVINGTUESDAY

On Tuesday, December 1, join us in celebrating #GivingTuesday, a global day of giving back. Support a cause close to your heart with a meaningful donation to charities participating in the New Jersey Employees Charitable Campaign.



Coordinator Email Signatures & Donor Badge

I SUPPORT THE



charities.org/NJECC

Donate through the NJECC by November 20 for a chance to **win \$35 for your favorite charities!**



Learn more and give at: www.charities.org/NJECC

2020/2021 Resource Guide Code Book

More than 800 charities are participating in the 2020/2021 campaign. You can search the PDF guide for specific charities and/or causes using a keyword search. Just press Control+F (PC) or Command+F (Mac), type a keyword, and click enter for results to be highlighted.

Leading the Way – Top 3 Campaigns in 2019

- 1st Place – Rutgers University
- 2nd Place – Atlantic County Utilities Authority
- 3rd Place – NJ Department of Transportation

2019 Chairperson's Awards
In recognition of Business Units who increased in BOTH donations and

- Atlantic City School District
- Atlantic County Utilities Authority
- Camden County Government
- Casino Control Commission
- Cherry Hill Township School District
- City of Trenton
- Egg Harbor Township School District
- Evesham Township School District
- Governor's Office
- Hamilton Township School District
- Longport Borough
- Moorestown Township School District
- NJ Department of Agriculture
- NJ Department of Children & Families

2019 Champions in Giving Awards
In recognition of Business Units who increased either in dollars raised

Resource/Reference Guide Code Book

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1985 35 Years

COMPANIONS in a

NEW JERSEY EMPLOYEES CHARITABLE CAMPAIGN

3429 **Days End Farm Horse Rescue** | 301.834-5037 | www.detrh.org | Starvation, parasite infestation, deformed hoofs. Caring for and treatment of horses through intervention, education and outreach.

3476 **Deaf Children's Literacy Project** | 800.459-3529 | www.cuedspeech.org | Most deaf children are behind in English language and literacy. Reading opens the door to their future. Give them the power of English to succeed.

5017 **Delta Research and Educational Foundation** | 202.347-4337 | www.detafoundation.net | Promotes research which identifies solutions to issues affecting African American women and their communities through funding and support of charitable programs of Delta Sigma Theta.

3424 **Diabetes & Immune Disease National Research Institute** | 855.732-4300 | www.didnri.org | We're moving closer to a cure. Our cutting-edge research is advancing new treatments and cures for diseases.

3584 **Diabetes Action Research and Education Foundation** | 202.333-4520 | www.diabetes-action.org | Funding innovative, promising workplace contributions used for diabetes research and programs. We can conquer diabetes!

7155 **Dian Fossey Gorilla Fund International** | 800.851-0203 | www.gorillafund.org | The leading nonprofits successfully protecting endangered mountain gorillas and their critical forests.

4501 **Dogs Lost Chance** | 310.271-6096 | www.LCAnimal.org | mills, vivisection/dissection, fur, illegal animal fights and animal abuse! Doing ground breaking undercover investigations to expose animal abusers and promote free lifestyles.

7063 **Dogs On Death Row** | 866.374-7726 | www.dodrow.org | dogs facing imminent execution if they do not get interim financial sponsors or foster parents or receive medical treatment required to become adoptable.

3464 **Domestic Violence Hotline, National** | 800.799-SAFE | www.thehotline.org | Too many people are prisoners of violence in their own homes, too terrified to seek help. We're helping them escape the violence safely.

7022 **Dystonia Medical Research Foundation** | 800.377-3978 | www.dystonia-foundation.org | Advancing research for more treatments and ultimately a cure, promoting awareness and education, and supporting the needs and well being of affected individuals and families.

4434 **Elephant Sanctuary** | 931.798-6200 | www.elephantsanctuary.com | The nation's largest natural habitat refuge for endangered elephants retired from circuses and zoos. Improving elephant lives through sanctuary, education, research and overseas assistance.

3432 **Elephants, Saving Elephants and Habitat Worldwide** | 817.597-0956 | www.elephantconservation.org | Elephants kill for their ivory. Habitat becomes roads, farms and villages. When elephants and humans cross paths, deaths occur. Help protect elephants, habitat and people.

Find (1/3)
horses
Previous Next
Replace with

Credit Union of New Jersey Thank you to our promotional sponsor, the Credit Union of New Jersey.
Sep - Dec 2020 | charities.org/njecc

2020 Paper Pledge Form

Your NJECC Pledge Form is 3-Parts:

- 1st page = payroll copy
- 2nd page = NJECC coordinator copy
- 3rd page = donor copy (for tax purposes)



NEW JERSEY EMPLOYEES CHARITABLE CAMPAIGN 2020-21 PLEDGE FORM

Please use a black ink pen when completing this form. Thank you!

Donate via credit card or payroll deduction online! Visit:
www.charities.org/NJECC

☐ Check this box for
additional pledge
form page only.

CONTACT INFORMATION

FIRST NAME															MIDDLE INITIAL				
LAST NAME																			
BUSINESS UNIT (The name of your state dept., agency, university, school district, or county.)																			
NJ STATE CENTRALIZED PAYROLL #					EMPLOYEE ID #					SOCIAL SECURITY NUMBER (REQUIRED - ONLY for Centralized Payroll)									
(Required)										Your SS# will only appear on copy #1 of this form.									
EMAIL																			
HOME ADDRESS (Optional) Required for acknowledgements if no email															PHONE NUMBER (For use to verify designation)				
CITY															STATE		ZIP		
Do you authorize your address and gift amount to be released to the designated charities so that you will receive an acknowledgement? <input type="checkbox"/> Yes <input type="checkbox"/> No																			

DESIGNATING YOUR GIFT

Charity codes are listed in the reference guide code book and at www.charities.org/NJECC. All payroll deductions will be recurring (deducted each pay period throughout the year) starting with the first pay period in January 2021. ***STATE CENTRALIZED PAYROLL EMPLOYEES' DEDUCTIONS (24 TOTAL PAY PERIODS) WILL COMMENCE WITH THE THIRD PAY PERIOD.***

All payroll deduction gifts must be a minimum of \$52 to designate per organization. Pledges left undesignated or designated to a charity NOT listed, will be considered UNDESIGNATED funds and distributed among all eligible charities in the NJECC. To designate more than 4 charities, please use a second form and check the box on the top right corner of the additional page.

CHARITY CODE	CHARITY NAME	ANNUAL AMOUNT (Total annual check or payroll deduction amount)	AMOUNT PER PAY PERIOD (PAYROLL DEDUCTION ONLY) (Annual total divided by your pay period frequency)	PAYMENT METHOD
		\$	\$	<input type="checkbox"/> Payroll Deduction <input type="checkbox"/> Check
		\$	\$	<input type="checkbox"/> Payroll Deduction <input type="checkbox"/> Check
		\$	\$	<input type="checkbox"/> Payroll Deduction <input type="checkbox"/> Check
		\$	\$	<input type="checkbox"/> Payroll Deduction <input type="checkbox"/> Check

Checks: Please make your one-time payment payable to: "NJECC"

Please return completed pledge form, along with any check donations, to your campaign coordinator: P.O. Box 566, Allentown, NJ 08501

Check #

Total Deduction Amount Per Pay Period \$

Pay Period Frequency (Your # of pay periods): ☐ 20 ☐ 22 ☐ 24 ☐ 26

MY TOTAL PLEDGE \$

AUTHORIZATION

(Sign and date here to authorize pledge and payment method.)

I hereby authorize any agency of the State of New Jersey by which I may be employed during 2021 to deduct the amount(s) shown above from my pay each period during the calendar year 2021 starting with the first pay period that begins in January and ending with the last pay period that begins in December, and to pay the amounts so deducted to the New Jersey Employees Charitable Campaign. I understand that this authorization may be revoked by me in writing at any time before it expires.

COPY #1 - PAYROLL OFFICE

Sign:	Date:

TAX RECEIPT INSTRUCTIONS: Please keep a copy of this form, along with your final pay stub (for payroll donors) or cancelled check (for check donors) as a tax receipt for your charitable contribution (use your smart phone or other scanning device). Contributions to a qualified 501(c)(3) are tax deductible to the extent of the law. Contributions made to the campaign are confidential.

IRS Disclosure: No goods or services are provided in whole or in partial consideration for any contribution made via this pledge form.



**2020/2021 New Jersey
Employees Charitable Campaign
Campaign Coordinator Report Form
PAPER PLEDGES ONLY**

DATE: _____

DEPARTMENT/AGENCY NAME: _____

COORDINATOR NAME: _____

EMAIL ADDRESS: _____

PHONE #: _____

.....
Please complete ALL fields in this section, make a copy for your records and send with
pledge forms and checks to:

**Campaign Manager
NJSECC
PO Box 566
Allentown, NJ 08501**

	# Employees	Total Amount Contributed
Payroll Deduction Pledges		\$
Checks		\$
TOTAL (this report)		\$

All checks must be made payable to: **NJSECC**

Campaign Coordinator Signature _____

Date _____

2020 Report Form

Complete and send weekly with all
collected paper pledge forms &
payments.



Online Giving Portal:

www.charities.org/NJECC

 2020/2021 

SuperAdmin ▾

HOME PLEDGING ▾ CHARITY LOOK UP LOGIN INSTRUCTIONS FAQs CONTACT US



Compassion in action

September - December



Donate Now



Featured Cause



Charity Codebook

Weekly Virtual Charity Fairs

Each week's virtual charity fair will feature a specific cause



- After you click the “Featured Cause” button, it will open a page featuring charities that address that week’s featured cause.
- Employees can click on each featured charity’s section for either a video or story to learn more about and interact with that charity.



Online Giving Portal:

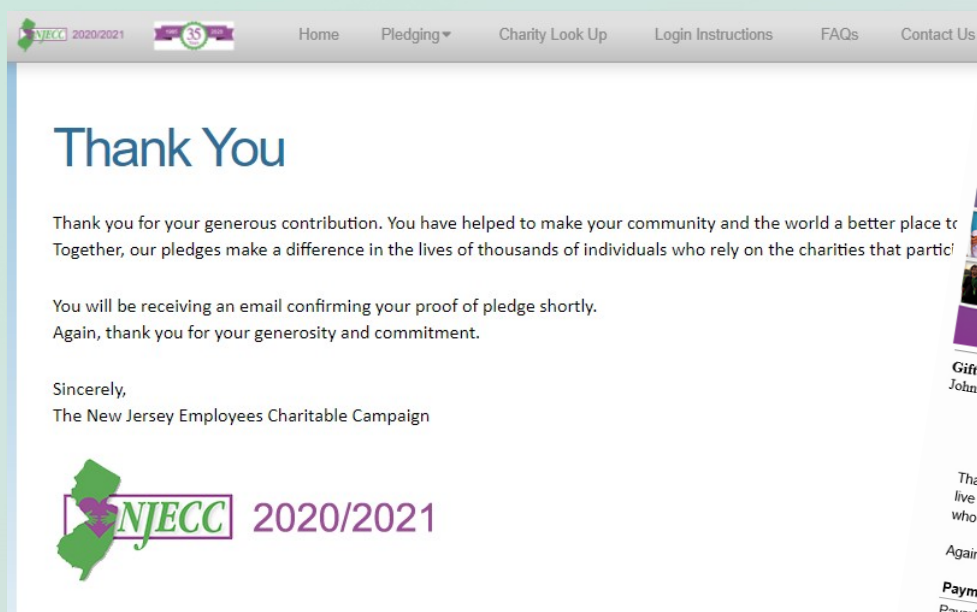
www.charities.org/NJECC

NOTES:

- Same process as last year
- Employees can login with their username and password from last year if they participated in last year's campaign



Thank You/Donation Confirmation Page



- After an employee submits their donation online, a “Thank You” page will display and they will also be emailed a donation summary.
- The “Thank You” page and email will each include a link for the donor to download and display/share an “I gave” badge, as well as information on how to participate in our “Submit Your Selfie” video.

IMPORTANT DATES:

- **Sep 15, 2020:** 2020/2021 NJECC Virtual Campaign Kick Off
- **Sep 15 – Dec 4:** Share Your Selfie! “I Give Because...” Cue Cards Video (there will be a big promotional push for this between Nov 23 – Dec 4)
- **Sep 15 – Dec 31:** Weekly Virtual Charity Fairs (each week during the campaign, we will feature a specific cause and NJECC charities addressing that cause)
- **Oct 5 – Nov 20, 2020:** NJECC 35 Year Anniversary Incentive Promotion – chance to win \$35 for your favorite charity(ies)
- **Dec 1, 2020:** #GivingTuesday - A Global Day of Giving!



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in action



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September - December

THANK YOU!

For serving!

For your support and enthusiasm!

For inspiring others!

Being here today!!

"We can't help everyone, but everyone can help someone."

— Dr. Loretta Scott