



GIVE a little, HELP a lot!

2021/2022 New Jersey Employees Charitable Campaign

Simple Giving in a Complicated Time



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
- ✓ Nearly \$50 million raised for charities serving NJ residents since 1985



Download All Campaign
Materials at:
<https://njecc.net/campaign-resources>

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



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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
- Employee newsletters & emails
- Customizable PDF campaign flyers
- Kick-off and cause week videos

✓ Create Awareness

- Cause Calendar
- Online Giving Days
- Virtual Fundraising Challenges
- Campaign Toolkit
- Social Media Toolkit
- Competition
- Campaign posters & flyers
- In-person or Virtual Lunch & Learns
- Invite Charity Representatives to Speak on Your Weekly Zoom Call or In-person Charity Fair

✓ Motivate Employees

- ✓ Use cause weeks to connect their donations with meaningful impact
- ✓ 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

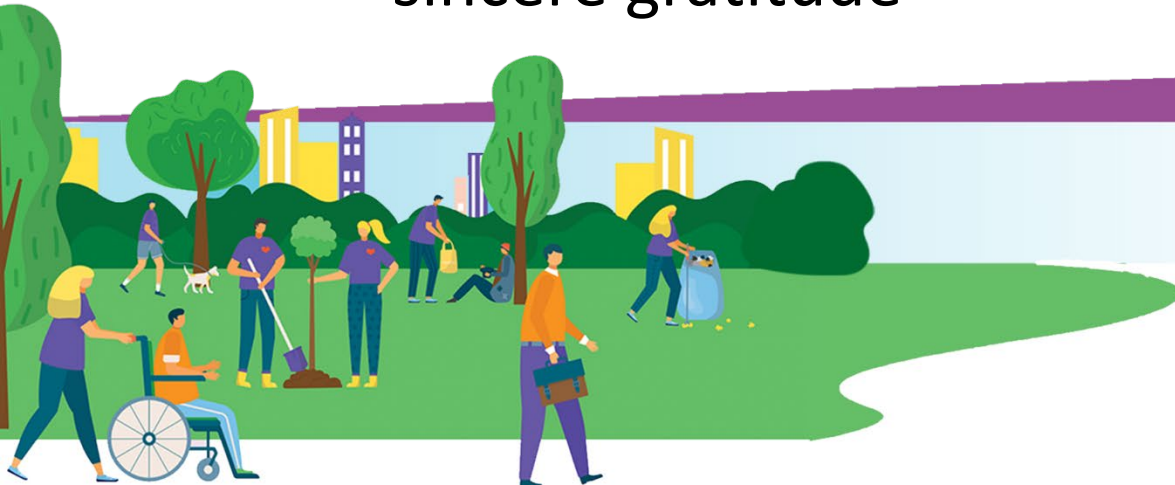
- Make a final request via email for all employees to visit the online pledge site and make a contribution.
- Report as soon as possible
- Ensure the pledge forms and report form(s) are filled out completely, signed and that the math is accurate.
- Report the final campaign total to the entire organization.

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



Download All Campaign
Materials at:
<https://njecc.net/campaign-resources>

Campaign Resources – Volunteer Toolkit

NJECC.net



New Jersey Employees Charitable Campaign

Find us on [facebook.](#) [twitter](#) [Instagram](#)

contact us

About Us NJECC Charities Making The Difference Workplace Donors Retirees **Campaign Resources**

GIVE & HELP

Save the Date! Pledge September - December

ABOUT US [Learn More >>](#)

THANKS TO YOU! [Learn More >>](#)

THE HEART OF NEW JERSEY GROWS STRONGER WITH YOU.

Cause Weeks [>> LEARN MORE](#)

PLEDGE NOW

How You Can Make an Impact! [>> SEE EXAMPLES](#)

Why Donate via Workplace Giving? [>> WATCH THIS VIDEO](#)

Volunteer Toolkit

- [Top Reasons to Give](#)
- [Q & A](#)
- [Online Giving Platform](#)
- [Online Giving Login Instructions](#)
- [2021 Charity Brochure/Code Book \(color copy\)](#) (For a black & white copy [click here](#))
- [2021 Paper Pledge Form \(3-page print and mail version\)](#)
- [2021 Paper Pledge Form \(fillable format\)](#)
- [Coordinator Training and Best Practices Presentation \(coming soon\)](#)
- [Coordinator Checklist](#)
- [Support Form](#) (this is in an electronic fillable format)
- [Thank You Bag Tags](#)

Campaign Promotion Toolkit

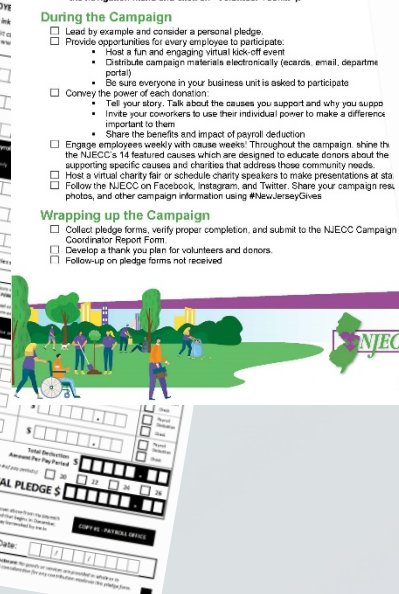
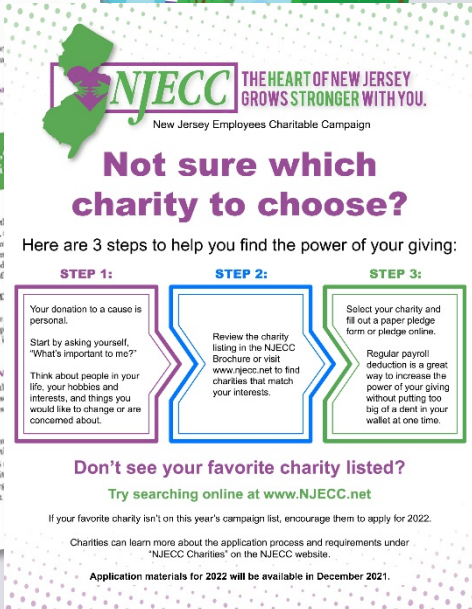
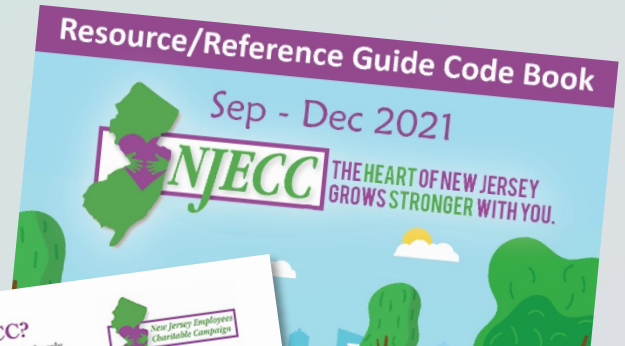
Filled with ready-to-use messages, the Promotion Toolkit is designed to make it as easy as possible for you to help promote the NJECC to fellow colleagues. [Download the Promotion Toolkit deck and the corresponding graphics and flyers](#) for:

- Campaign Overview, Schedule, and Instructions
- Save-the-date, Kickoff, Reminders, & Wrap-up Messages and Graphics
- Holiday, Seasonal, and #GivingTuesday Messages and Graphics
- Cause Week Messages and Graphics
- Kickoff and cause week videos ([Click here to watch the Animal Welfare Cause Week video](#) for an example. All other cause week videos are currently in development and will be shared here soon.)

THANK YOU TO OUR PROMOTIONAL SPONSOR, THE CREDIT UNION OF NEW JERSEY.

Credit Union of New Jersey The foundation to progress.

Charity Code Book, Donor Education Materials, Promotional Toolkit, Forms, & Coordinator Resources



2021/2022 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 **all** **pledges** **here** **and** **check** **to** **the** **NJECC** **at** **the** **end** **of** **the** **campaign** **period** **on** **12/31/2021**.

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

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

Campaign Coordinator Signature: _____
Date: _____



2021/2022 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 _____

2021 Report Form

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



A Look at What's Included in the Promotional Toolkit



Download All Campaign
Materials at:
<https://njecc.net/campaign-resources>

Events Calendar Overview

NOTE: While the schedule below includes a timeline of when we will be highlighting specific cause weeks, you are welcome to pick and choose when your team wants to promote each cause to your employees. For example, you may want to promote “Hunger” in September rather than November – that is completely fine. Our goal is to make it easy for you to encourage participation by engaging donors around the causes they care about.

September

October

November

December

2021 NJECC runs Sep 14, 2021 – Dec 31, 2021

Bitesize Messages (for employee portal, social media, etc.) – Sep - Dec

September Cause Weeks:

- Animal Welfare
- Disaster Relief
- Environmental Protection

October Cause Weeks:

- Women & Girls
- Arts & Culture
- Mental Health
- Health & Research

November Cause Weeks:

- Education & Training
- Veterans & Military
- Housing & Shelter
- Hunger
- Special Needs & Disabilities

December Cause Weeks:

- Human/Civil Rights & Protection from Abuse
- Charity Federations
- Campaign Wrap-up

NJECC Opens!
(Sep 14)

#GivingTuesday
(Nov 30)

Launch and Reminder Materials

Posters and
Editable Flyers

Kickoff Video and
Email Signatures

Ecards and Social
Media Messages

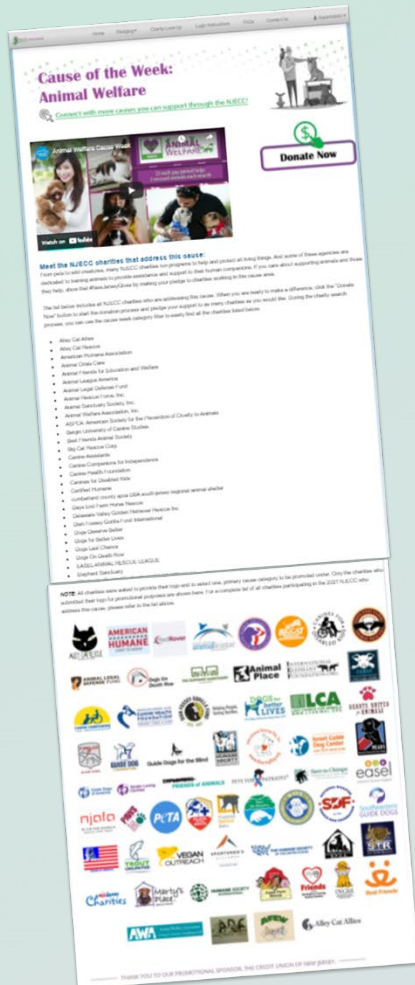


Holiday and Seasonal Themed Messages



Cause Week Materials

Each of the 14 cause weeks comes with a special landing page on the donation portal featuring charities associated with that cause, along with an editable event flyer, social media messages, cause graphics, an ecard, and video to promote the cause.



NJECC THE HEART OF NEW JERSEY GROWS STRONGER WITH YOU.

GIVE a little, HELP a lot!

Agency Name Virtual Event
Sep 13-19, 2021

Grab a coffee and join us online for a virtual charity fair focused around this week's NJECC featured cause: Animal Welfare

Sign up at the link below or email [coordinator email] for more details and to attend. [insert link to sign up form here]

About This Event:
From pets to wild creatures, many NJECC charities run programs to help and protect all living things. And some of these agencies are dedicated to training animals to provide assistance and support to their human companions. If you care about supporting animals and those they help, show that #NewJerseyGives by joining us for this event and making your pledge to charities working in this cause area.

Sep - Dec 2021
www.charities.org/NJECC

Cause of the Week:
Animal Welfare

NJECC THE HEART OF NEW JERSEY GROWS STRONGER WITH YOU.

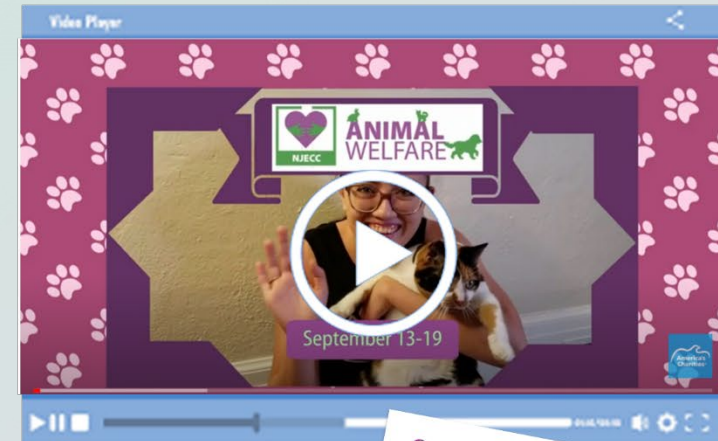
Donate Sep. - Dec. | charities.org/NJECC

\$20
per paycheck

Feeds 600 rescued animals in need

NJECC THE HEART OF NEW JERSEY GROWS STRONGER WITH YOU.

Sep. - Dec. | charities.org/NJECC



Cause of the Week:
Animal Welfare

NJECC THE HEART OF NEW JERSEY GROWS STRONGER WITH YOU.

This week we are focusing on the welfare of those who can't speak for themselves: animals! From pets to wild creatures, many NJECC charities run programs to help and protect all living things. And some of these agencies are dedicated to training animals to provide assistance and support to their human companions.

If you care about supporting animals and those they help, show that #NewJerseyGives by making your pledge to charities working in this cause area and ask your colleagues to join you.

\$20
per paycheck

Feeds 600 rescued animals in need

Donate now at: www.charities.org/NJECC

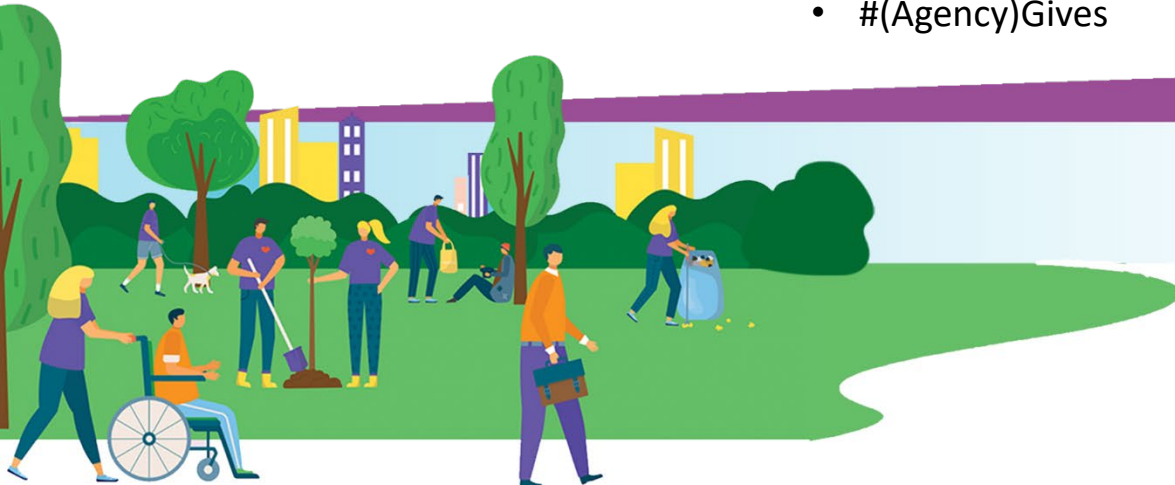
Online Giving Days

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

Use 24-hour Fundraising Challenges to Celebrate and Encourage Participation.
Align challenges and giving days with our 2021 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



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Online Giving Portal:

www.charities.org/NJECC

**NJECC** 2021/2022

SuperAdmin ▾

HOME PLEDGING ▾ CHARITY LOOK UP LOGIN INSTRUCTIONS FAQs CONTACT US



GIVE a little, HELP a lot!

 Save the Date! Pledge September - December 2021

**Donate Now**

**Featured Cause**

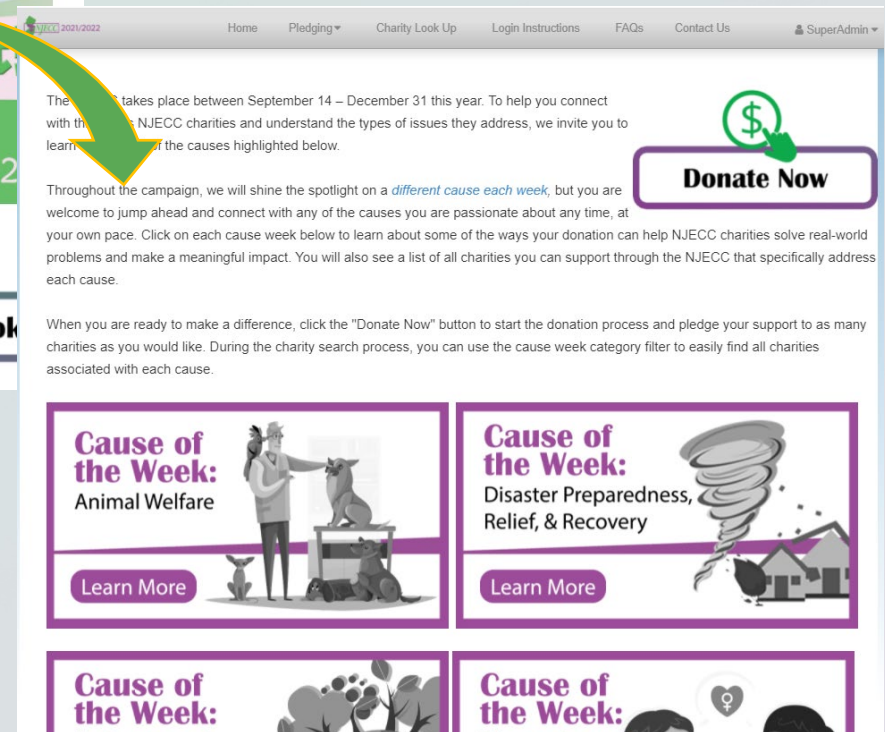
**Charity Codebook**

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 with links to all of the featured causes.
- Employees can click on each featured cause to learn more about it and to see a list of all NJECC charities that address that cause.



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
- New! Employees can use a cause category filter to search for charities



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 both include a link for the donor to download and display/share an “I gave” badge, as well as information on how to “Become an NJECC Advocate” (more about this on the next slide).

Pledge Confirmation: Thank You!

Thank you for your generous contribution. You have helped to make your community and the world a better place to live and work for all of us. Together, our pledges make a difference in the lives of thousands of individuals who rely on the charities that participate in our campaign.

You will be receiving an email confirming your proof of pledge shortly.

Next:

Now that you have demonstrated your commitment to our community, help spread the word and be the face of our NJECC community! Here are two ways to participate:

1. **"I support the NJECC" donor badge:** Download a jpg copy [here](#) (right-click on the graphic and save it to your computer). We encourage you to place your donor badge as part of your email signature or share it on social media to help make sure your New Jersey State colleagues know about the NJECC and how to join you in supporting charities they care about.



2. **Become an NJECC Advocate:** Help us celebrate this year's success and drum-up excitement for next year's campaign! [Click here for more details and to participate.](#)

Sincerely,

The New Jersey Employees Charitable Campaign



Become an NJECC Advocate

- This is an opportunity for NJECC donors to opt-in to participate in promoting the NJECC.
- Responses from this form will be used to help plan promotions for next year's campaign.
- For example, should we create cause video's next year similar to what we've done for 2021, we would reach out to donors who completed this form in the spring/summer 2022 to see if they would like to "be the face/voice" of the NJECC by sharing why they give, etc.
- All donors who participate in the 2021 NJECC will be presented the choice to become an NJECC advocate via a link included in the pledge confirmation they receive after submitting their pledge.

Become an NJECC Advocate!

Help us celebrate this year's success and drum-up excitement for next year's campaign!

Each year we create campaign promotional materials to raise awareness, generate excitement, encourage participation, and educate donors about the charities and causes you can support by giving through the NJECC.

Because the NJECC is you (and all of your colleagues), who better to advocate for the NJECC!

Here's how it works:

- Fill out and submit the information requested on this form.
- Our NJECC campaign planning team will compile all responses and use that to plan next year's promotional materials and theme.
- During spring/summer 2022, we will use the contact information you have shared to see if you are still interested in helping us promote the NJECC. At that time, we will share our 2022 promotional plans with you and let you know how you can help. For example, this year employees from a range of New Jersey agencies shared what cause they care about and we used that to create a series of cause-focused videos (which were generously produced by the creative team at the NJ Treasury department). You can watch an example cause video from the 2021 campaign at: <https://www.youtube.com/watch?v=MxvUfNB0CSs&feature=youtu.be>
- As next year's campaign launch date approaches (typically between September 1-15 each year) we will publish all promotional materials, making it easy for you to view and share with your colleagues.
- The video and/or promotional materials we end up creating will be shared on the NJECC's social media sites (Facebook, Twitter, Instagram), on the NJECC donation portal (www.charities.org/NJECC), and other NJECC channels to show the vibrant and caring faces of the NJECC community who are coming together to change the world!

Agency/University Name *

First and Last Name *

Email *

We will use this to contact you in Spring/Summer 2022 about your interest in participating in the promotion of the NJECC campaign.

Which cause(s) would you be most interested in advocating for through NJECC promotional materials? (Choose as many as you want; visit <https://njecc.americascharities.stratuslive.com/cause-weeks> for a summary about each cause)

- ☐ Animal Welfare ☐ Disaster Relief ☐ Environmental Protection ☐ Women & Girls ☐ Arts & Culture ☐ Mental Health
☐ Education & Training ☐ Veterans & Military Support ☐ Housing & Shelter ☐ Hunger ☐ Special Needs & Disabilities
☐ Human/Civil Rights and Protection from Abuse ☐ Charity Federations

What would you like the 2022 NJECC campaign theme to be?

Authorization *

☒ I am a state or local municipal employee of New Jersey

Why am I being asked this? The New Jersey Employees Charitable Campaign is for current New Jersey state and local municipal employees only.

☒ I agree

By checking this box, I agree to be contacted by the NJECC planning team about participation in 2022 NJECC promotions.

Submit

Use QR Codes to Promote Campaign

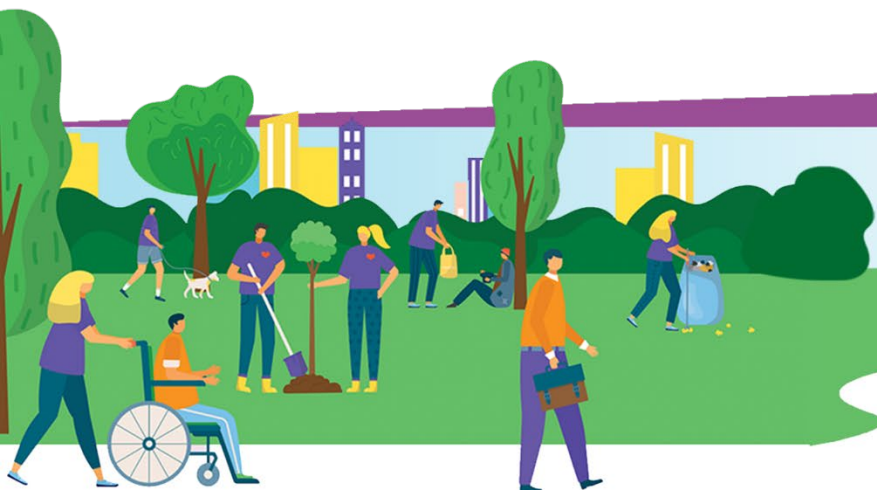
For agencies with employees in the field who don't have easy access to a computer, we've created a QR code. When scanned using their phone or tablet, the QR code will take employees to the NJECC donation website where they can make their donation.



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Use QR Codes to Promote Campaign

We have created a version of the campaign flyer and editable flyer with the QR code for you to share, along with donor instructions on how to scan and use the QR code. You are also welcome to use the QR code image on any other campaign materials you use to promote the campaign. The QR codes and flyers with the QR code can be found in the coordinator promotional toolkit folder.



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GIVE a little,
HELP a lot!

Sep - Dec 2021

www.charities.org/NJECC

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