

#### 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





# Coordinator Objectives & Responsibilities



### **Objectives**

- ✓ Educate employees about the benefits and collective power of giving through the NJECC
- ✓ Provide opportunities for employees to contribute to their favorite charity via payroll deduction, check or credit card
- ✓ Make it Fun Utilize the Promotion Toolkit
- ✓ Communicate Across Multiple Channels
  - ✓ Facebook
  - ✓ Instagram
  - ✓ Twitter
  - ✓ Email Signature
  - ✓ E-cards
  - ✓ Employee Portal/Intranet

### Responsibilities

- ✓ Get familiar with campaign materials and strategies
- ✓ Obtain management support
- ✓ Recruit volunteers to assist with the campaign
- ✓ Develop a campaign timeline and set goals
- ✓ Plan awareness meetings, activities and events
- ✓ Ask colleagues to consider giving to their favorite charity through the NJECC
- ✓ Recognize and thank volunteers, coworkers and managers at campaign end

## 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
- Promotion 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

#### REPORT YOUR RESULTS

- Make a final request via email for all employees to visit the online pledge site to make a contribution.
- 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.

#### 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



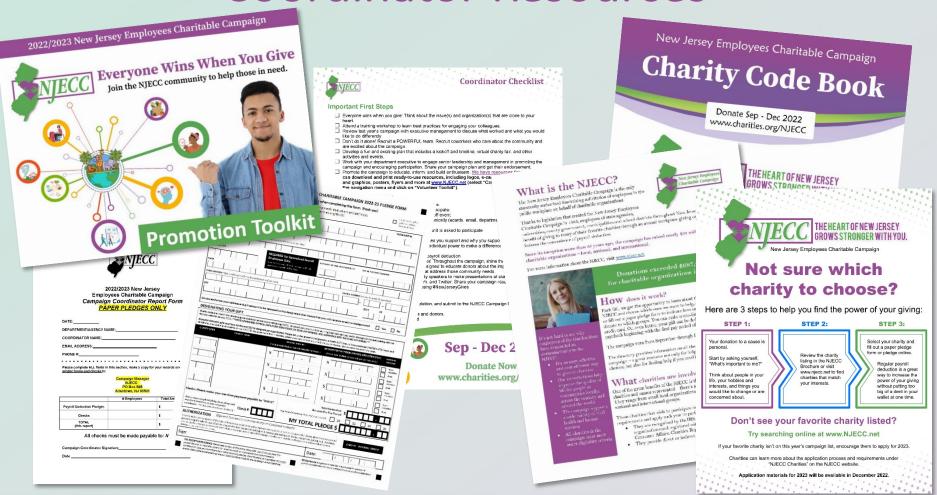
# Campaign Volunteer Tool Kit



# Campaign Resources – Volunteer Toolkit NJECC.net



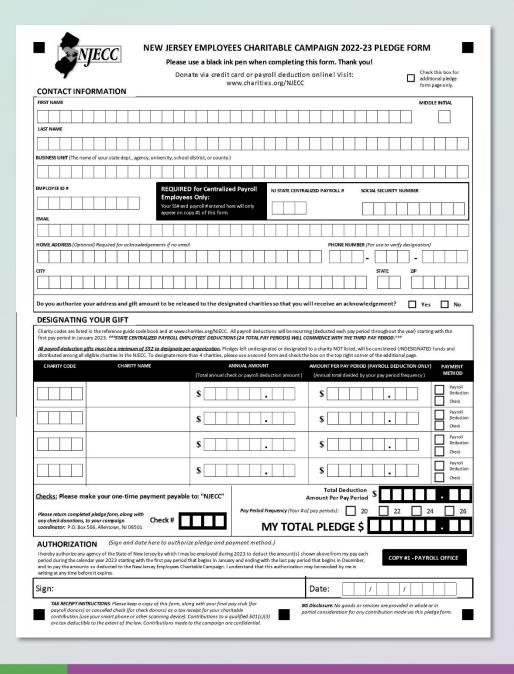
# Charity Code Book, Donor Education Materials, Promotional Toolkit, Forms, & Coordinator Resources



# 2022 Paper Pledge Form

#### Your NJECC Pledge Form is 3-Parts:

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





## 2022/2023 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 pleade forms and checks to	in this section, make a copy for : Campaign Manager NJECC	your records and send <u>with</u>
	PO Box 566 Allentown, NJ 08501	
	# Employees	Total Amount Contributed

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

All checks must be made payable to: NJECC

Campaign Coordinator Signature	
Date	

## 2022 Report Form

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



# A Look at What's Included in the **Promotional Toolkit**







#### **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 December – 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

2022 NJECC runs Sep 13, 2022 – Dec 31, 2022

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

#### September Cause Weeks:

- Charity Federations
- Arts & Culture
- Special Needs & Disabilities

#### October Cause Weeks:

- Housing & Shelter
- Veterans & Military Support
- Education & Training
- Animal Welfare

#### November Cause Weeks:

- Human/Civil Rights & Protection from Abuse
- Environmental Protection
- Mental Health
- Disaster Preparedness, Relief, & Recovery
- Health & Research

#### December Cause Weeks:

- Women & Girls
- Hunger
- Campaign Wrap-up (Promote all causes)

NJECC Opens! (Sep 13)

#GivingTuesday (Nov 29)

#### Launch and Reminder Materials

Posters and **Editable Flyers** 

TEveryone Wins When You Give Everyone V Department of Agency Join the NJECC cor Name Event Name Oct 12th You Give Everyone Wins When You Give

Kickoff Video and **Email Signatures** 

Donate through the

New Jersey Employees Charitable Campaign

September - December 2022:

WHAT CHARITIES ARE INVOLVED? **Everyone Wins** When You Give www.charities.org/NJECC We're back in person this year!



Celebrate our 2022 NJECC



**Ecards and Social** Media Messages





### Holiday and Seasonal Themed Messages



#### Cause Week Materials

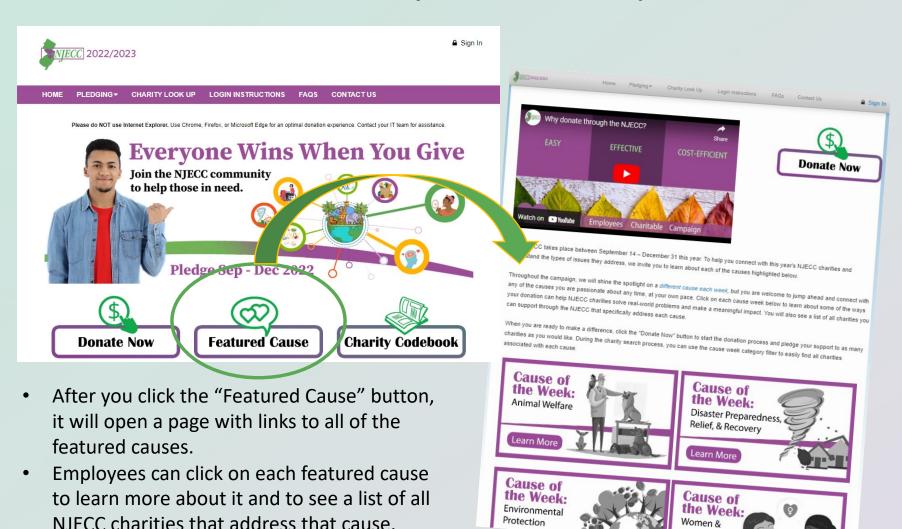
Each of the 14 cause weeks comes with a special landing page on the donation portal featuring charities associated with that cause, along with an editable event flyer, social media messages, cause graphics, an ecard, and video to promote the cause.





#### **Weekly Virtual Charity Fairs**

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



#### Donate to a Cause Fundraiser: NE

#### www.charities.org/NJECC

(Donate via one-time credit/debit card, bank account, Google Pay, or Apple Pay)

#### What:

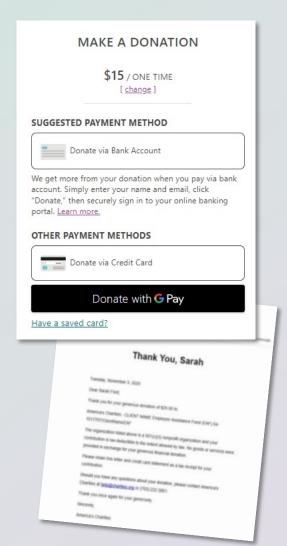
- Rather than choose specific charities, donors can support a general cause instead by donating through one the 14 NJECC Cause Week Fundraisers
- At the top of each Cause Week landing page, there is a link donors can click to help all charities addressing the cause featured on that page
- Donations made through a cause fundraiser will be distributed equally between all of the NJECC charities who address that cause





#### **How it Works:**

- Donors can select one of the suggested donations or enter a custom amount and click "Continue"
- Donors choose a one-time payment method (Bank account, credit card, Google Pay, or Apple Pay), submit gift, and receive a donation summary via email
- After the 2022 NJECC ends, funds for each cause campaign will be distributed equally to the charities associated with the respective cause (the cause is based on which "Promotional Cause" charities selected during the 2022 charity application process)



# Online Giving Portal: www.charities.org/NJECC

(Pledge via recurring payroll deduction or donate via one-time credit/debit card)



# 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
- Employees can use a cause category filter to search for charities, choose as many charities as they want to support, and decide how much to donate to each charity



#### **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:

"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.



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 and 2022, we would reach out to donors who completed this form in the spring/summer 2023 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 2022
   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 excit	tement for next year's campaign!
Each year we create campaign promotional materials to educate donors about the charities and causes you can	o raise awareness, generate excitement, encourage participation, and 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 t	this form.
<ul> <li>Our NJECC campaign planning team will compile and theme.</li> </ul>	e all responses and use that to plan next year's promotional materials
helping us promote the NJECC. At that time, we you can help. For example, this year employees	tact information you have shared to see if you are still interested in will share our 2023 promotional plans with you and let you know how from a range of New Jersey agencies shared what cause they care se-focused videos (which were generously produced by the creative
<ul> <li>As next year's campaign launch date approaches promotional materials, making it easy for you to v</li> </ul>	s (typically between September 1-15 each year) we will publish all view and share with your colleagues.
The video and/or promotional materials we end u (Facebook, Twitter, Instagram), on the NJECC do	up creating will be shared on the NJECC's social media sites onation portal (www.charities.org/NJECC), and other NJECC channe Community who are coming together to change the world!
Agency/University Name *	First and Last Name *
	r interest in participating in the promotion of the NJECC campaign.
Which cause(s) would you be most interested in advocatin want; visit https://njecc.americascharities.stratuslive.com Animal Welfare Disaster Relief Health & F Arts & Culture Mental Health Education &	ng for through NJECC promotional materials? (Choose as many as you \(\alpha\) cause-weeks for a summary about each cause) Research Environmental Protection Women & Girls \(\alpha\) Training Veterans & Military Support Housing & Shelter
We will use this to contact you in Spring/Summer 2022 about your Which cause(s) would you be most interested in advocatin want; visit https://njecc.americascharities.stratuslive.com Animal Welfare Disaster Relief Health & F Arts & Culture Mental Health Education &	ng for through NJECC promotional materials? (Choose as many as you //cause-weeks for a summary about each cause)  Research
We will use this to contact you in Spring/Summer 2022 about your Which cause(s) would you be most interested in advocatin want; visit https://njecc.americascharities.stratuslive.com Animal Welfare Disaster Relief Health Education & Arts & Culture Mental Health Education & Hunger Special Needs & Disabilities Hum	ng for through NJECC promotional materials? (Choose as many as you of cause-weeks for a summary about each cause) Research Environmental Protection Women & Girls Training Veterans & Military Support Housing & Shelter nan/Civil Rights and Protection from Abuse Charity Federations
We will use this to contact you in Spring/Bummer 2022 about your Which cause(s) would you be most interested in advocatin want visit https://injec.americascharities.stratuslive.com Animal Welfare   Disaster Relief   Health & F   Arts & Culture   Mental Health   Education &   Hunger   Special Needs & Disabilities   Hum   Other  What would you like the 2023 NJECC campaign theme to b   Authorization *   I am a state or local municipal employee of New Jen	ng for through NJECC promotional materials? (Choose as many as you  //cause-weeks for a summary about each cause) Research

#### **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.





#### **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.



THE HEART OF NEW JERSEY GROWS STRONGER WITH YOU.

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



Sep - Dec 2022 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