

**People Helping People, a New Jersey Tradition.** 

**GET STARTED: WWW.CHARITIES.ORG/NJECC** 

## What is the NJECC?

✓ NJECC is a unified workplace giving program for public employees of NJ

- Established by the NJ State Legislature in 1985 to create a cost-effective way for employees to support their favorite charity.
- Comprised of charitable organizations that apply to participate in the NJECC
- The statute provides NJ public employees the opportunity to contribute to a multitude of charities through the convenience of payroll deduction.
- ✓ Over \$52 million raised for charities serving NJ residents since 1985



# Coordinator Objectives, Benefits, & Responsibilities





SEPTEMBER-DECEMBER Get started: www.charities.org/njecc



# Introduction

As a Coordinator, you serve a vital role in the success of the program through the annual giving drive and are crucial to the success.

You are the bridge between participating charities and the more than 100,000+ public employees.





SEPTEMBER-DECEMBER GET STARTED: WWW.CHARITIES.ORG/NJECC



## **Objectives – What is your Role**

Provide leadership

- Serve as the main campaign resource for your coworkers
- Distribute campaign information to employees
- Encourage participation without pressure
- Be positive and enthusiastic about the campaign

# *"If you want to lift yourself up, lift up someone else."*



Booker T. Washington

**NEW JERESY EMPLOYEES CHARITABLE CAMPAIGN** 

# **Benefits for Charities**

- **Dependable Income:** Charities highly value workplace giving dollars because they are yearlong, predictable, and unrestricted.
- Visibility: Participating charities benefit from inclusion on the NJECC website. During the campaign, charities may have the opportunity to speak and introduce their work to employees.
- Efficiency: Each disbursement contains donations from multiple donors.
- **Cost Effective:** Allows the charities to spend more resources on direct programs.

## **Benefits For Employees**

- **Simplicity:** Fill out the online pledge form and click Submit done! The NJECC will take care of the rest.
- **Choice:** There are over 650+ charities in the program and three ways to give. What are you passionate about?
- Privacy: By opting to remain anonymous on the pledge form, employees can truly remain anonymous in their giving <u>and</u> still have all the tax documentation.
- Efficiency: Choose from prescreened nonprofits listed in one place.
- Emotional Boost: Feel happier! A compelling, and growing, body of research shows that giving as little as \$5 can increase happiness and reduce stress.

## **Coordinator Responsibilities**

- Recruit, mentor, and manage your department's team
- ✓Obtain management support
- ✓ 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

## **Benefits of Being Coordinator**

- ✓ You will build skills and relationships that will help you in all aspects of your job.
- Learn and utilize organization, communication, and teamleading skills
- ✓ Get to know coworkers and management at all levels of the organization.
- ✓ Have fun with your work group
- ✓ Feel good about doing something great for the community
- ✓ Gain experience in strategic planning, goal setting, and implementation

## **How To Get Started**

- ✓ Attend training/best practices
- ✓ Learn about and become familiar with the NJECC.
- ✓ Make your own pledge before talking to others
- ✓ Ensure that every employee in your organization is aware of the NJECC and asked to participate
- ✓ Share from personal experience.
- Act as a single point of contact for your work group.
- ✓ Encourage payroll deduction

- ✓ Work with leadership to send out messaging during the NJECC drive.
- ✓ Organize special events and fundraisers
- ✓ Bring in a charity and/or a charity speaker and encourage co-workers to attend presentations
- ✓ Be creative! Provide inspiring leadership during the annual workplace giving campaign.
- Thank co-workers for their enthusiasm and engagement!

## **Throughout the Campaign**

### ✓ Lead by example

✓ Be the first to make your pledge

### ✓ Promote and Educate

- Endorsement letters/emails from top management
- E-Cards

### ✓ Create Awareness

- Online Giving Days
- Promotion Toolkit
- Competition
- Campaign posters & flyers

### ✓ Motivate Employees

- Employee newsletters & emails
- Customizable PDF campaign flyers
- Kick-off
  - In-person or Virtual Lunch & Learns
  - Invite Charity Representatives to Speak on Your Weekly Zoom Call or In-person Charity Fair
- ✓ Use cause-focused messages to connect their donations with meaningful impact
- ✓ Include success stories in your emails

### ✓ Track Results

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

## **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





SEPTEMBER-DECEMBER GET STARTED: WWW.CHARITIES.ORG/NJECC



### Campaign Resources – Volunteer Toolkit NJECC.net



**NEW JERESY EMPLOYEES CHARITABLE CAMPAIGN** 

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



#### SEPTEMBER - DECEMBER 2024 | NJECC.NET

#### **NEW JERESY EMPLOYEES CHARITABLE CAMPAIGN**



NEW JERSEY EMPLOYEES CHARITABLE CAMPAIGN 2024-25 PLEDGE FORM

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| first pay period in Januard Addition (and a straight and a straigh | in the rei<br>ry 2025<br>f <u>ts must</u><br>gjible cha<br>gjible cha<br>ke you<br>d pledge<br>p your cc   | erence e<br>****STA<br>be a mini-<br>rities in<br>CH<br>CH<br>IT ONE-<br>form, al<br>mp aign   | guide cc<br>TE CEN<br>himum<br>the NJ<br>ARTY<br>time                   | TRALL<br>In of SS<br>ECC. 1<br>NAME<br>Page 1<br>pay<br>ith                         | ZED PA                                      | t pay         | ate per constant and and a second sec | PLOYEE<br>er organ<br>than 4<br>(To<br>\$<br>\$<br>\$  | is DED<br>nizatic<br>charit<br>tal ann   | nual ct  | DNS (24<br>dges lee<br>dges lee us<br>ANNU)<br>eck or | t TOTAL<br>ft unde<br>e a seco<br>payroll   | PAY       | ed or c c mana and m  | DS) Will<br>designation<br>d check<br>mount | ALL CCC<br>atted 1 1<br>k the<br>cl   | AMOU<br>(Ann<br>S<br>S<br>S<br>S<br>S<br>S<br>S   | VCE W<br>arity N the standard stand<br>Standard standard s<br>Standard standard stand<br>Standard standard stand<br>Standard standard stand<br>Standard standard stan   | VITH<br>NOTION<br>ERPJ<br>Datal control<br>Datal control | THE TIL                              | ion<br>200   | PAY<br>Decoil<br>of the<br>(PAY<br>OUT II<br>IIIIIIIIIIIIIIIIIIIIIIIIIIIIIIIIII | PERIO<br>nside<br>ne ad                 |                          |                                   | SIG N<br>age. |       |        |
| first pay period in January     Monomial Identification     distributed among all     distr      | in the rei<br>ry 2025<br>ft <u>s must</u><br>igible cha<br>igible cha<br>ke you<br>d pledge<br>o your cc<br>666, Aller                               | erence e<br>****STA<br>be a mini-<br>rities in<br>CH<br>CH<br>IT ONE-<br>form, al<br>mp aign   | uide c<br>TE CEN<br>himum<br>the NJ<br>ARITY<br>ARITY<br>time<br>U 085( | TRALL<br>of SS<br>IECC. 1<br>NAME<br>Pay<br>ith                                     | rment                                       | t pay         | yable  | r organization of the second sec   | is' DED<br>nizatio<br>charit<br>tal ann<br>tal ann<br>i NJEO   |  | PNS (24)  | t TOTAL<br>ft unde<br>e a sec<br>L AM Q<br>payroll  | PAY PAY PAY PAY PAY PAY PAY PAY PAY           | ed or c or man and the second se   | y (Your                                     | ALL CCC<br>atted 1 1<br>k the<br>cl   | AMOU<br>(Ann<br>S<br>S<br>S<br>S<br>S<br>S<br>S   | VCE W<br>arity N the standard stand<br>Standard standard s<br>Standard standard stand<br>Standard standard stand<br>Standard standard stand<br>Standard standard stan   | VITH<br>NOTION<br>ERPJ<br>Datal control<br>Datal control | THE TIL                              | ion<br>200   | PAY<br>Decoil<br>of the<br>(PAY<br>OUT II<br>IIIIIIIIIIIIIIIIIIIIIIIIIIIIIIIIII | PERIO<br>nside<br>ne ad                 |                          |                                   | SIG N<br>age. |       |        |
| first pay period in January     denoted       | in the ref<br>ry 2025<br>ft <u>e must</u><br>igible chu<br>igible chu<br>d pledge<br>o your cc<br>566, Aller<br>DN<br>ugency of                      | erence e<br>****57A:<br>be a mini-<br>be a mini-<br>station of the station<br>form, all<br>form, all the station<br>(Sign in the station<br>the station of the statio | time<br>by USSC   | rrALL<br>of SS<br>ECC. 1<br>NAME<br>pay<br>ith<br>D1<br>date H<br>ew Jens<br>ting w | ment<br>Check                               | t pay         | yable  | er organite than 4 (Too YEE) (Too YE | S' 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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 mode to the campaign are confidential.

2024 Paper Pledge Form

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

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

**NEW JERESY EMPLOYEES CHARITABLE CAMPAIGN** 



2024/2025 New Jersey Employees Charitable Campaign Campaign Coordinator Report Form <u>PAPER PLEDGES ONLY</u>

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<br>(this report)    |             | \$                       |

All checks must be made payable to: NJECC

Campaign Coordinator Signature

Date \_\_\_\_\_

# 2024

Report Form

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



#### SEPTEMBER - DECEMBER 2024 | NJECC.NET

#### **NEW JERESY EMPLOYEES CHARITABLE CAMPAIGN**

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





## Launch and Reminder Materials



#### SEPTEMBER - DECEMBER 2024 | NJECC.NET

**NEW JERESY EMPLOYEES CHARITABLE CAMPAIGN** 

### Holiday and Seasonal Themed Messages



**NEW JERESY EMPLOYEES CHARITABLE CAMPAIGN** 

## **Cause-focused Materials and Videos**

To help connect donors to the meaningful impact their donations have on the community, you may share ready-to-use cause impact graphics, ecards and videos are back. This year we coordinated a calendar with national and international awareness holidays. On the pledge website, donors can view cause pages featuring a list of all NJECC charities addressing each cause and they can filter by cause when searching for charities to add to their donation cart when pledging.



#### **NEW JERESY EMPLOYEES CHARITABLE CAMPAIGN**

### **Cause Week Timeline**

#### NJECC 2024/2025 Cause Week Timeline

SEP

9/29 - 10/5 State Chair's Welcome Message

Sarah Adelman, Commissioner NJ Department of Human Services





10/6 - 10/12 Mental Health

Thursday, 10/10, World Mental Health Day

10/13 - 10/19

Housing & Shelter October is World Habitat Awareness Month

#### 10/20 - 10/26

Arts & Culture October is Museums and Galleries Month; also National Arts & Humanities Month

#### 10/27 - 11/2

Disaster Relief October is First Responders Appreciation Month

New Jersey Employees Charitable Campaign

### NOV

11/3 - 11/9

**Health & Research** 

November is Alzheimer's:

Awareness Month:

Lung & Pancreatic Cancer

Awareness Month; Pulmonary

Hypertension Awareness Month:

and Epilepsy Awareness Month

11/10 - 11/16

**Veterans & Military** 

Monday, 11/11 Veterans Day

11/17 - 11/23

Hunger

Thursday, 11/28 Thanksgiving

11/24 - 11/30

Women & Girls

Monday, 11/25 International Day for the Elimination

of Violence Against Women

National awareness observances are special days, weeks, or months dedicated to raising awareness

with important national awareness observances. Together, we can champion these important causes in a timely way to bring even greater awareness and support. For more information, visit charities.org/njecc

about important causes. This year the NJECC is releasing weekly Cause Week videos that coincide



#### 12/1 - 12/7

Special Needs & Disabilities Monday, 12/2, Special Education Day; Tuesday, 12/3, International Day of Persons with Disabilities

#### 12/8 - 12/14

Human Rights & Protection from Abuse

Wednesday, 12/10 World Human Rights Day

#### 12/15 - 12/21

Environmental Protection Wednesday, 12/4 World Wildlife Conservation Day

#### 12/22 -12/28

Animal Welfare December is National Cat Lovers Month

12/29 - 1/4

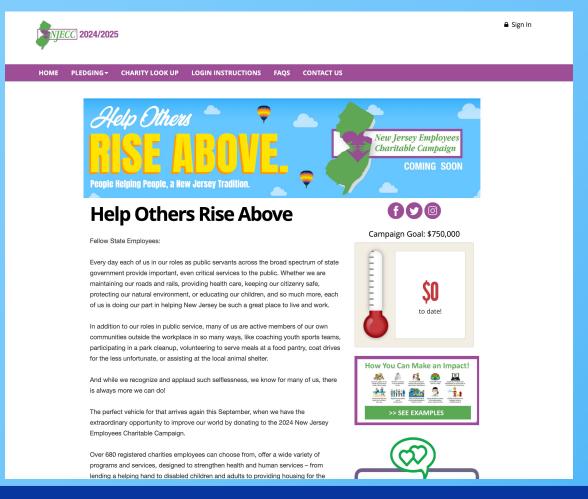
Education & Training January is National Mentorship Month

#### **SEPTEMBER - DECEMBER 2024 | NJECC.NET**

**NEW JERESY EMPLOYEES CHARITABLE CAMPAIGN** 

### **Online Giving Portal:** <u>www.charities.org/NJECC</u>

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



#### **NEW JERESY EMPLOYEES CHARITABLE CAMPAIGN**

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

### **NOTES:**

- Same login and donation 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

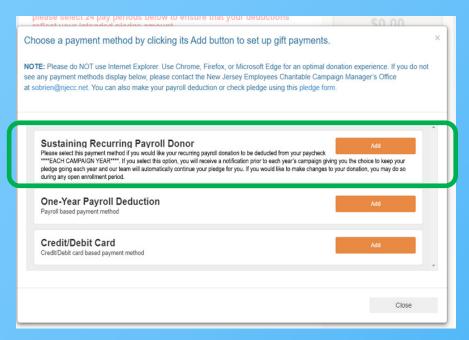


### **Online Giving Portal:** Sustaining Recurring Payroll Donor

### Here's How it Works:

#### Step 1 - This Year:

After logging in, donors can select the "Sustaining Recurring Payroll Donor" payment method and enter the recurring donation amount to have deducted from their paycheck each campaign year (January and December), designate the charities they want their donations to support and submit their pledge.



#### Step 2 - Next Year:

Before next year's campaign, donors who selected "Sustaining Recurring Payroll Donor" this year will receive an email notification with a summary of their pledge, asking them to confirm if they would like to keep their pledge going for another campaign year. If they choose to continue their pledge, they won't have to log in and pledge next year unless they want to make changes to their pledge amount and/or charity designations. By opting-in to have their pledge continue each year, their recurring payroll deduction gifts will keep taking place automatically.

### **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.

### 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. Please allow for approximately five minutes for it to appear and check your spam/junk folder if you do not see it.

#### 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.



Thank you! Sincerely, The New Jersey Employees Charitable Campaign



#### NEW JERESY EMPLOYEES CHARITABLE CAMPAIGN

### **Use QR Codes to Promote Campaign**

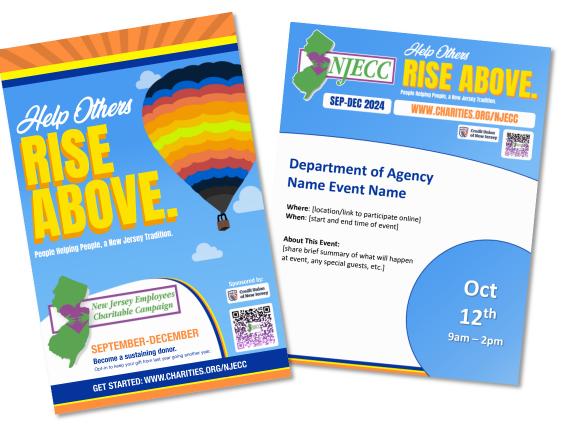


For agencies with employees in the field who don't have easy access to a computer, we've created a QR code. When scanned using their phone or tablet, the QR code will take employees to the NJECC donation website where they can make their donation.



### **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.





## **Examples of Customized Forms**



### EARTHSHARE NEW JERSEY

#### **CODE # 3300**



SCAN THE QR CODE TO ACCESS THE NJECC CHARITABLE CAMPAIGN SITE TO MAKE AN ONLINE PLEDGE



#### SEPTEMBER - DECEMBER 2024 | NJECC.NET

#### **NEW JERESY EMPLOYEES CHARITABLE CAMPAIGN**



### 52 & You

What does 52 & You mean?

It means that \$2 per paycheck\* (\$52/year) is all you need to pledge to make a difference.

\*yes, you can pledge more!



What does **"52&you"** mean? It means that **\$2** per paycheck\* (**\$52**/year) is all **you** need to pledge to make a difference! \*yes, you can pledge more!

#### SEPTEMBER - DECEMBER 2024 | NJECC.NET

**NEW JERESY EMPLOYEES CHARITABLE CAMPAIGN** 

### NJECC Traveling Trophy

An award will be presented to the department that earns the most points for their participation in the 2024 NJECC. Points are awarded for many components of running a successful campaign.

A PDF breakdown of criteria for how points are awarded can be found in the Volunteer Toolkit.





# NJECC Table Event Set Up

If you would like to use the NJECC table set up for an event, please coordinate with Russ Dutcher (<u>Russell.dutcher@treas.nj.gov</u>)







SEPTEMBER-DECEMBER GET STARTED: WWW.CHARITIES.ORG/NJECC



# New Hire Program

### Increase participation

- Introduce new employees to the campaign during the new hire onboarding process
- Educate new employees about the benefits of giving to the NJECC charities through payroll deduction.
- Explain how the campaign works
  - Ask new hires to fill out the New Hire Information Form
- Provide them with the Online Giving Portal if the orientation takes place between Sept.-Dec. (<u>https://njecc.americascharities.stratuslive.com/</u>)





SEPTEMBER-DECEMBER GET STARTED: WWW.CHARITIES.ORG/NJECC



# **Torchbearer Society**

#### **The Torchbearer Society**

Membership in The Torchbearer Society is not for everyone. It is open to those individuals who have the means and the commitment to make a leadership contribution of \$1,000 or more through the New Jersey Employees Charitable Campaign. If you would like to join the ranks in 2024/2025, simply make a contribution of \$1,000 or more to the charity of your choice through the NJECC. You will receive recognition as a member of **The Torchbearer Society.** 

### DONATE NOW!

Click "**Donate Now**" to begin the giving process. Then, search for your preferred charity. If your preferred charity is not listed, please reach out to the charity and tell them to apply for next year's campaign. For information how to apply, please contact Susan O'Brien/Campaign Manager at sobrien@njecc.net.







GET STARTED: WWW.CHARITIES.ORG/NJECC

SEPTEMBER-DECEMBER

### NJECC Raffle Guideline (Approved by the NJ State Ethics Commission)

#### NJECC Raffle Guideline (Approved by the NJ State Ethics Commission)

Guidelines for how the raffle will work and how employees can become eligible to participate.

- ⇒ The department's Executive Management Team donates gift cards to be raffled off.
- ⇒ To participate in the raffle, all the employee has to do is register for an NJECC account at <u>https://niecc.americascharilies.stratuslive.com/register</u> (or already be registered). That's it! There is no obligation to make a donation registration is free and the employee can decide if and when to donate.

#### Details:

NJECC

- Register for an NJECC account
- at <a href="https://niecc.americascharities.stratualive.com/register">https://niecc.americascharities.stratualive.com/register</a>. Registering is free and no one is obligated to donate. The employee makes the decision if and when to give.
- The employee indicates they have registered through either a JotForm or by emailing the coordinator directly (only the coordinator will see this and keep it confidential). The NJECC campaign coordinator will verify those registrations by sending a list to the NJECC campaign Manager.
- Every week or so, during November and December, a name will be picked from a random drawing of the department registered participants. That person will win a gift card.
- Participants can only win once. The names of winners will be removed from the drawing for all subsequent raffles. Coordinators or team members are not eligible to win.
- When winners are announced, it will be up to each individual to decide if they
  want to be publicly congratulated. Names will not be shared without their
  permission.
- Registering for an NJECC account and participation in the raffle are completely
  optional. Names of registrants will be kept confidential, and the department will
  never know who contributes to the campaign.



**NEW JERESY EMPLOYEES CHARITABLE CAMPAIGN** 







There is no exercise better for the heart than reaching down and lifting people up

**John Holmes**