

NEW JERSEY EMPLOYEES CHARITABLE CAMPAIGN



NJJECC

2025/2026

Celebrate 40

INVEST IN THE FUTURE

Over \$53 Million raised since 1985.

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



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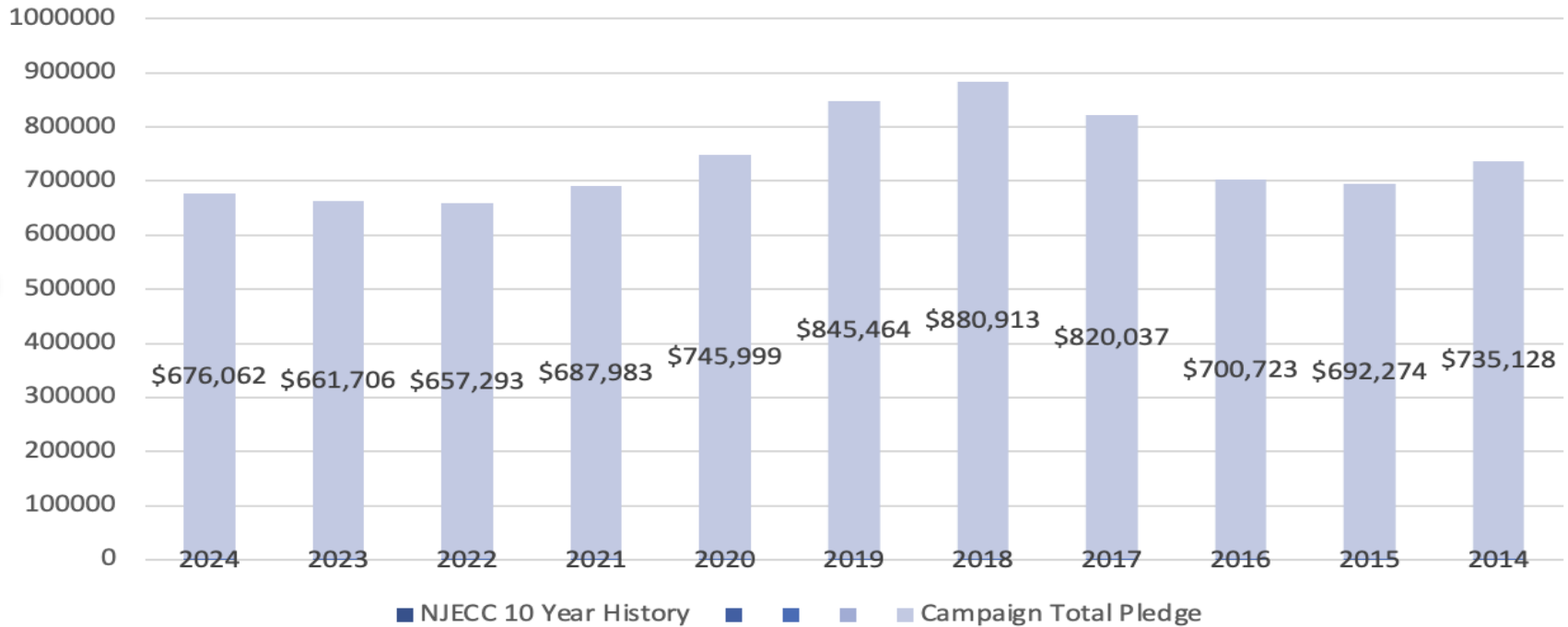
SEPTEMBER - DECEMBER

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Past Campaign Contributions

NJECC 10 Year History



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2025 NJECC Goal \$750,000



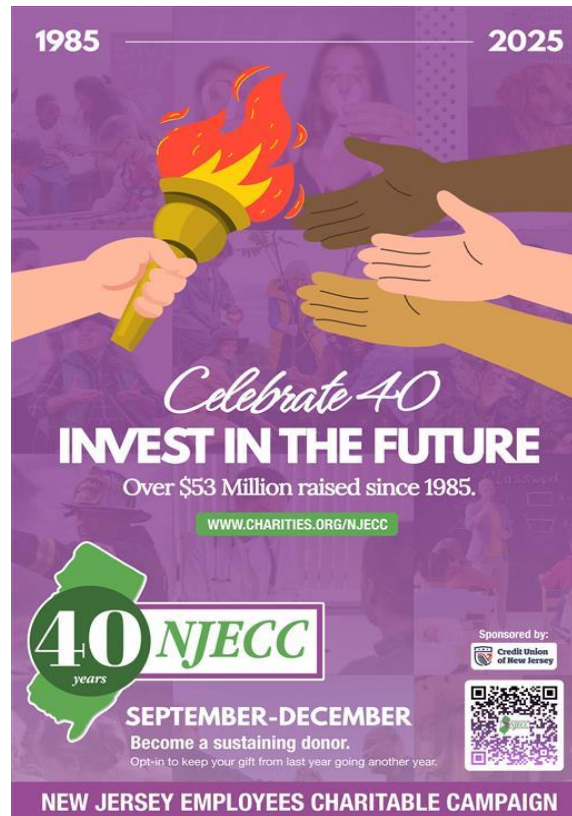
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2025 Campaign Theme



1985 ————— 2025

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40 years **NJECC**

Sponsored by:
Credit Union of New Jersey

SEPTEMBER-DECEMBER
Become a sustaining donor.
Opt-in to keep your gift from last year going another year.

NEW JERSEY EMPLOYEES CHARITABLE CAMPAIGN

The graphic features a purple background with a collage of photos. In the center, a hand holds a lit torch, and several other hands are reaching out towards it. The text is white and green, with a QR code in the bottom right corner.



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Coordinator Roles and Responsibilities

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.



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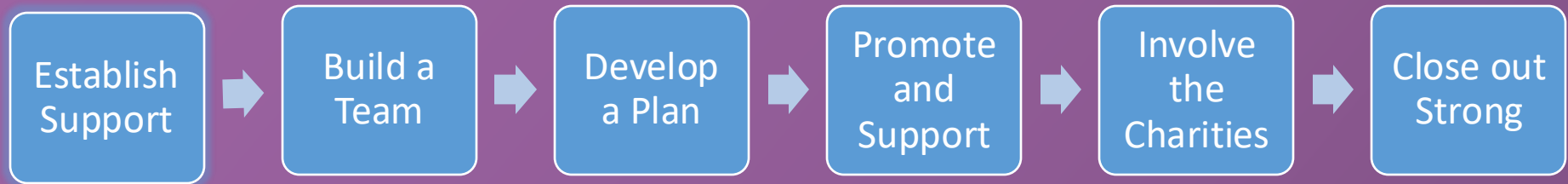


Coordinator Role

You are responsible for raising awareness of the program in the workplace by:

- ✓ Planning fundraising efforts
- ✓ Creating/sharing promotional communications
- ✓ Coordinating special events

Coordinator Responsibilities



How To Get Started

- ✓ Learn about and become familiar with the NJECC
- ✓ Make your own pledge
- ✓ Raise awareness
- ✓ Ask for participation
- ✓ Share from personal experience
- ✓ Act as a single point of contact

NJECC Best Practices

Schedule a campaign planning meeting



Use the theme/set goals



Create a timeline



Plan communications and host events



Express Appreciation/Say Thank You!

NJECC Volunteer

Available to help you plan your campaign

Available to help plan your events

Can speak to employees about the NJECC

Russ Dutcher

Email: abcslc@live.com

Mobil #: 732-221-0446



Campaign Do's and Don'ts

DO

Set a goal to make the ask to everyone

Have fun with it

Publish goals

Setting 100% participation goals

Pressure, coerce or shame

Publish donor names

DON'T

Benefits for Charities and Employees

Charities

- Dependable Income
- Visibility
- Efficiency
- Cost Effective

Employees

- Simplicity
- Choice
- Privacy
- Efficiency
- Emotional Boost

Throughout the Campaign

- Lead by Example
- Promote and Educate
- Create Awareness
- Motivate Coworkers
- Track Results

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



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Campaign Volunteer Tool Kit



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Campaign Resources – Volunteer Toolkit

NJECC.net

New Jersey Employees Charitable Campaign

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Home | Contact us

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

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THE HEART OF NEW JERSEY GROWS STRONG

>> 2025 Charity Code Book

>> Campaign Promotion Toolkit

NJECC 2025 CAMPAIGN VIDEO

CLICK HERE TO VIEW

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

Credit Union of New Jersey | The freedom to prosper.

Volunteer Toolkit

2024 Campaign Overview, Informational Flyers, and Planning Materials

- NJECC New Hire Video
- Coordinator Training and Best Practices Presentation
- [Coordinator Checklist](#)
- [Top Reasons to Give](#)
- [What Your Gift Can Buy \(Dollar-buy impact examples\)](#)
- [Q & A](#)
- [Campaign Information Overview](#)
- [Online Giving Platform](#)
- [Online Giving Login Instructions](#)
- [2025 Charity Brochure/Code Book](#)
- [2025 Paper Pledge Form \(2-page print and mail version\)](#)
- [Report Form \(this is in an electronic fillable format\)](#)
- [Charity Fair Request Form \(this is in an electronic fillable format\)](#)
- [Thank You Bag Tags](#)
- [QR Code Donor Instructions](#)
- [Fundraising Ideas](#)
- [Top 40 Songs in 1985](#)
- [Cause Week Timeline](#)
- [Raffle Guidelines](#)
- [New! Traveling Trophy Point System and Criteria \(electronic fillable format\)](#)

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:

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

2025/2026 NEW JERSEY EMPLOYEES CHARITABLE CAMPAIGN



PROMOTION TOOLKIT

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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 be it or never! 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 and encouraging participation. Share your campaign plan and get their endorsement.
- Promote the campaign to educate, inform, and build enthusiasm. Use these resources for your print ready-to-use resources, including logos, e-cards, employee message and graphics at www.NJECC.net (select "Campaign Resources" from the navigation menu and click on Campaign).

CHARITABLE CAMPAIGN 2024-25 PLEDGE FORM

Complete this form, then mail to: NJECC, PO Box 556, Allentown, NJ 08601

DEPARTMENT AGENCY NAME: _____
 COORDINATOR NAME: _____
 EMAIL ADDRESS: _____
 PHONE #: _____

DESIGNATING YOUR GIFT

Charity Code	Charity Name	Amount	Frequency	Start Date	End Date
		\$			
		\$			
		\$			
		\$			

MY TOTAL PLEDGE \$ _____

AUTHORIZATION I authorize my employer to deduct my pledge from my paychecks. I authorize my employer to deduct my pledge from my paychecks.

Signature: _____ **Date:** _____

What is the NJECC?

The New Jersey Employees Charitable Campaign is the only statutorily authorized fundraising organization of employees in the public workplace on behalf of charitable organizations.

Thanks to legislation that created the New Jersey Employees Charitable Campaign in 1985, state agencies, universities, county government, municipalities and school districts are able to enjoy the benefits of giving to more of their favorite charities through an annual workplace plan that requires the government of payroll deduction.

Since its inception more than 40 years ago, the campaign has raised over \$53 million for organizations - local, national, and international.

For more information about the NJECC, visit www.njecc.net

Donations exceeded \$ for charitable organizations

How does it work?

Each fall, we get the opportunity to learn about NJECC and choose what we want to be a part of. You can make a one-time gift to a charity or you can make a one-time gift to a group of charities. You can make a one-time gift to a charity or you can make a one-time gift to a group of charities.

What charities are involved?

- It's an easy, effective and convenient way to give to charity.
- Our contributions help improve the quality of life for people in communities locally, across the country, and around the world.
- The campaign supports a wide variety of vital health and human services.
- All charities in the campaign must meet strict eligibility criteria.

Not Sure Which Charity to Choose?

Here Are 3 Steps To Help You Find The Power Of Your Giving:

Step 1:

- Your donation to a cause is personal.
- Start by asking yourself, "What's important to me?"
- Think about people in your life, your hobbies and interests, and things you would like to change or are concerned about.

Step 2:

- Review the charity listing in the NJECC Brochure or visit www.njecc.net to find charities that match your interests.

Step 3:

- Select your charity and fill out a paper pledge form or pledge online.
- Regular payroll deduction is a great way to increase the power of your giving without putting too big of a dent in your wallet at one time.

Don't See Your Favorite Charity Listed?

If your favorite charity isn't on this year's campaign list, encourage them to apply for 2026.

Charities can learn more about the application process and requirements under "NJECC Charities" on the NJECC website.

Application materials for 2026 will be available in December 2025.

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SEPTEMBER - DECEMBER WWW.CHARITIES.ORG/NJECC





**2025/2026 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
NJ ECC
PO Box 183
Middletown, DE 19709**

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

All checks must be made payable to: NJ ECC

Campaign Coordinator Signature _____

Date _____

2025 Report Form

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



A Look at What's Included in the Promotional Toolkit



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Launch and Reminder Materials

Posters and Editable Flyers

Kickoff Video and Email Signatures

Ecards and Social Media Messages



Holiday and Seasonal Themed Messages



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.

Disaster Preparedness, Relief, & Recovery

Connect with more causes you can support through the NJECC

Donate to Your Favorite Charities

Meet the NJECC charities that address this cause: After disaster strikes, we give immediately because we want to respond quickly. But our attention and giving is quickly focused elsewhere. However, the ongoing needs of the affected community are frequently unmet and even increase with time. Many NJECC charities deliver critical support to help communities rebuild after a disaster. Donations made through the NJECC ensure they have the resources necessary to provide immediate and long-term support when a disaster strikes.

If you care about supporting disaster recovery efforts, show that #NewJerseyGives by making your pledge to charities working in this cause area.

The list below includes all NJECC charities who are addressing this cause. When you are ready to make a difference, click the "Donate Now" button to start the donation process and pledge your support to as many charities as you would like. During the charity search process, you can use the cause-week category filter to easily find all the charities listed below:

- Abandoned Children's Fund
- American Red Cross (South Jersey Chapter)
- Amere (American Near East Refugee Aid)
- CARE
- Child Find of America
- Children's Food Fund / World Emergency Relief
- CMMB (Catholic Medical Mission Board)
- Global Emergency Response and Assistance A NJ non profit corporation
- Global Impact
- HOPE worldwide
- Institute for Black Charities
- International Medical Corps
- International Orthodox Christian Charities
- Islamic Relief USA-IRUSA
- MAP International

\$5 Provides a senior with a nutritious meal five nights a week for one month

\$5 per paycheck

NJECC THE HEART OF NEW JERSEY GROWS STRONGER WITH YOU.

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

Arts & Culture:

NJECC THE HEART OF NEW JERSEY GROWS STRONGER WITH YOU.

The arts offer much more than just mere entertainment. They contribute to economic vitality. They celebrate and support the humanities and living cultures, and preserve and nurture a sense of place and a healthy planet for future generations. There's also a strong relationship between arts and cultural engagement and educational achievement, health, and well-being.

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

\$2 Sends art supplies to two remote-learning special needs children weekly

\$2 per paycheck

Donate now at: www.charities.org/NJECC

Online Giving Portal: www.charities.org/NJECC

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

NJECC 2025/2026 Sign In

HOME PLEDGING CHARITY LOOK UP LOGIN INSTRUCTIONS FAQS CONTACT US

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INVEST IN THE FUTURE **40 NJECC**
Over \$53 Million raised since 1985.
SEPTEMBER - DECEMBER

Celebrate 40! Invest in the Future.

Fellow State Employees:

Every day each of us in our roles as public servants across the broad spectrum of state government provide important, even critical services to the public. Whether we are maintaining our roads and rails, providing health care, keeping our citizenry safe, protecting our natural environment, or educating our children, and so much more, each of us is doing our part in helping New Jersey be such a great place to live and work.

In addition to our roles in public service, many of us are active members of our own communities outside the workplace in so many ways, like coaching youth sports teams, participating in a park cleanup, volunteering to serve meals at a food pantry, coat drives for the less unfortunate, or assisting at the local animal shelter.

And while we recognize and applaud such selflessness, we know for many of us, there is always more we can do!

The perfect vehicle for that arrives again this September, when we have the extraordinary opportunity to improve our world by donating to the 2024 New Jersey Employees Charitable Campaign.

Over 680 registered charities employees can choose from, offer a wide variety of programs and services, designed to strengthen health and human services – from lending a helping hand to disabled children and adults to providing housing for the homeless – while also supporting an equally wide array of worthy causes - like improving our natural environment or protecting against domestic violence and human trafficking.

Now in its 39th year, the New Jersey Employees Charitable Campaign has raised over \$62 million to help support and grow the work of so many incredible charities.

2025 Campaign Goal: \$750,000

\$74,259

to date!

How You Can Make an Impact!

[>> SEE EXAMPLES](#)

Charity Cause Lists

Did You Know You Can Donate via Credit/Debit Card?

Hi. Need any help?

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.

The screenshot shows a web interface for selecting a payment method. At the top, it says "Choose a payment method by clicking its Add button to set up gift payments." Below this is a note: "NOTE: Please do NOT use Internet Explorer. Use Chrome, Firefox, or Microsoft Edge for an optimal donation experience. If you do not see any payment methods display below, please contact the New Jersey Employees Charitable Campaign Manager's Office at sobrien@njecc.net. You can also make your payroll deduction or check pledge using this pledge form." There are three payment method options listed, each with an "Add" button. The first option, "Sustaining Recurring Payroll Donor", is highlighted with a green rectangular box. The second option is "One-Year Payroll Deduction" and the third is "Credit/Debit Card". At the bottom right of the form is a "Close" button.

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:

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.



Thank you!
Sincerely,
The New Jersey Employees Charitable Campaign



Online Giving Portal Instructions

Online Giving Guide



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40 NJECC

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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WWW.CHARITIES.ORG/NJECC



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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Examples of Customized Forms

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**EARTHSHARE NEW
JERSEY**

CODE # 3300



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

NEW JERSEY EMPLOYEES CHARITABLE CAMPAIGN



Sponsored by:
Credit Union of New Jersey

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OUR GOAL:
\$ _____



100%
90%
80%
70%
60%
50%
40%
30%
20%
10%



GET STARTED: WWW.CHARITIES.ORG/NJECC

52 & You



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!

NJECC Traveling Trophy

An award will be presented to the department that earns the most points for their participation in the 2025 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.



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NJECC Table Event Set Up

If you would like to use the NJECC table set up for an event, please coordinate with Azra Baig/NJ Dept of Health (azra.baig@doh.nj.gov)



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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.
(<https://njecc.americascharities.stratuslive.com/>)



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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 2025/2026, 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



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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 <https://njecc.americascharities.stratuslive.com/register> (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:

- Register for an NJECC account at <https://njecc.americascharities.stratuslive.com/register>. 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.

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NJECC Kick Off October 1st, rain date October 8th



Celebrate With Us
40 **NJECC** **KICKOFF**
YEARS

Date: **WEDNESDAY, OCT. 1, 2025 | 11:00 AM - 2:00PM**
Rain Date: Wednesday, Oct. 8, 2025

Location: **NJ DIVISION OF TAXATION/LABOR**
EXECUTIVE PARKING AREA
3 John Fitch Way, Trenton, NJ, 08611

CHARITIES, FOOD TRUCKS, MUSIC AND LIVE EVENTS

- Chick-fil-A	- Moocheeze	- D'Agostino's Specialty
- Red's Rolling Restaurant	- Keek's Touch	Desserts
- The Little Sicilian	- Grubaholics	- The Baked Bear
- Rolling Kusina	- NYC Mac	- Rainbow Snow
- Los Compadres	- Endless Empanadas	

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WWW.CHARITIES.ORG/NJECC



Important Dates

NJECC Campaign runs September – December

If extended – closing date will be January 15th

#GivingTuesday December 2nd



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Celebrate 40
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SEPTEMBER - DECEMBER 2025

WWW.CHARITIES.ORG/NJCEC

Thank you!



2025/2026 NEW JERSEY EMPLOYEES CHARITABLE CAMPAIGN