



# 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. Following are how points are awarded.

**Coordinator Name:** \_\_\_\_\_ **Business Unit Name:** \_\_\_\_\_

**Add Together for Your Grand Total**

**Coordinator**

- Attend pre-kickoff training 15 pts
- Attend kickoff 15 pts
- Establish a campaign team 20 pts
- Establish support from leadership – (communication to department, speaking at kickoff/agency fair, etc.) 25 pts
- Communicate Kickoff of campaign to department 25 pts
- Communicate wrap-up of campaign to department 25 pts
- Communicate each cause of the week with department – (pts for each communication) 10 pts

**Total Points:** \_\_\_\_\_

**Activities**

- Host or co-host an agency fair – (pts for each agency fair) 30 pts
- Invite an agency speaker – (pts for each speaker) 15 pts
- Host webinar or in person lunch-n-learn – (points for each session) 25 pts
- Host special activity for campaign – (points for each activity) 30 pts
- Host kiosk for giving – (must provide date(s) / points for each kiosk) 20 pts

**Total Points:** \_\_\_\_\_

**Giving – To be Calculated by Campaign Manager**

- Reach 2024 Goal 100 pts
- Exceed 2024 Goal 150 pts
- Most Agency Contributions 150 pts
- % of money pledged over previous year 50% - 100 pts
  - (what is the percentage of the increase in giving over the previous year) 40% - 80 pts
  - 30% - 60 pts
  - 20% - 40 pts
  - 15% - 30 pts
  - 10% - 20 pts

**Total Points:** \_\_\_\_\_

**Participation – To be Calculated by Campaign Manager**

- Largest Percentage Increase (over previous year) 50% - 100 pts
  - 40% - 80 pts
  - 30% - 60 pts
  - 20% - 40 pts
  - 15% - 30 pts
  - 10% - 20 pts
- % of participation 50% - 100 pts
  - (what percentage of the total department personnel donate to the campaign) 40% - 80 pts
  - 30% - 60 pts
  - 20% - 40 pts
  - 15% - 30 pts
  - 10% - 20 pts
- % of new donors over previous year 50% - 100 pts
  - (the percentage of overall donors to the campaign that are new donors) 40% - 80 pts
  - 30% - 60 pts
  - 20% - 40 pts
  - 15% - 30 pts
  - 10% - 20 pts

**Total Points:** \_\_\_\_\_

**Grand Total Points:** \_\_\_\_\_



**SEPTEMBER-DECEMBER**

GET STARTED: [WWW.CHARITIES.ORG/NJECC](http://WWW.CHARITIES.ORG/NJECC)