



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. Following are how points are awarded.

Coordinator Name: _____ **Business Unit Name:** _____

Note: Coordinators only fill out sections highlighted in yellow.

Coordinator

Attend 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 2025 Goal	100 pts
Exceed 2025 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: _____

