

# 2017/2018 NEW JERSEY EMPLOYEES CHARITABLE CAMPAIGN

## Coordinator Guide



**NJECC**

[www.NJECC.net](http://www.NJECC.net)

THE HEART OF NEW JERSEY  
GROWS STRONGER WITH YOU.



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## Overview



On April 12, 1985, the New Jersey State Legislature enacted a Law (NJPL 1985, c. 140) providing New Jersey state employees the opportunity to contribute to a multitude of charities through the convenience of payroll deduction.

The ECC is the only approved charitable payroll deduction solicitation of state employees. This drive supports the work of approved charitable agencies and organizations. These agencies fight disease, make life more meaningful for the young and elderly, assist the impoverished, and help people to become economically self-sufficient.

By combining the major fund-raising appeals of the voluntary agencies included in the ECC, administrative costs are kept to a minimum, thereby ensuring that the largest percent possible of contributions are used to help those in need. Only 10% of the total dollars pledged are used to cover the administrative cost of the ECC. This 10% cap has been determined by the New Jersey State Treasury Department and is overseen by the ECC steering committee, comprised of the participating federated organizations and a labor representative.

Donors are encouraged to designate their contributions to any approved agency. There are strict guidelines and application procedures which must be met in order to become a participating agency. Each year an agency must apply to participate in the ECC.

The Campaign Manager's office remits designated agency contributions to the appropriate organization. All undesignated funds are distributed among the participating agencies in the same percentage as designated funds, making each gift more cost effective.

# Coordinator Role/Responsibility

Thank you for volunteering as a Coordinator for the 2017/2018 New Jersey Employees Charitable Campaign (NJECC). Because of your visible commitment to this year's campaign, hundreds of charities will benefit, making your community a better place to live. Real and noticeable changes will result. Your efforts will help feed the hungry, shelter the homeless, protect our environment, assist both youth and the elderly, and much more.

Your responsibility as Coordinator is to educate your co-workers on the NJECC and to work with your agency or university solicitors to manage a timely, effective and successful campaign. This Coordinator's Guide will review some major topics and prepare you for your part in a quality campaign.

Please use this training handbook as a resource and feel free to call the Campaign Manager's Office (609) 477-8306 if you have any additional questions or concerns. We welcome your feedback and comments on the management of the campaign!

- ❖ Develop and implement a plan.
- ❖ Recruit enthusiastic co-workers within your agency or university to work on your team.
- ❖ Educate your co-workers.
- ❖ Work with your department head to gain his/her support.
- ❖ Promote and publicize the NJECC.
- ❖ Ensure that everyone is asked.
- ❖ Stress the benefits of giving through the NJECC and using payroll deduction.
- ❖ Keep in contact with solicitors to monitor progress and to offer assistance and encouragement.
- ❖ Collect all pledges, make sure they are filled out correctly, and turn them in with completed report envelope to the Campaign Manager's Office.
- ❖ Thank your employees for contributing to the campaign.



# Why Give



- ❖ NJECC provides a single, coordinated appeal, rather than hundreds of individual drives.
- ❖ NJECC is the way for State/Municipal employees to participate in a local effort to meet local, national and international health and human care needs.
- ❖ State law limits fundraising expenses to no more than 10 cents on the dollar.
- ❖ More than 1,100 charities are eligible for your donation.
- ❖ Pledge now and pay in 2018 – Payroll deduction makes it easier to afford a more generous gift, allowing you to make smaller payments from each paycheck.
- ❖ Charities that receive NJECC donations may devote their NJECC funds to areas where they are needed the most. That's a value-add for the donor AND the charity.
- ❖ Designated charities receive one check quarterly for multiple donations.
- ❖ The NJECC Steering Committee carefully screens all participating Federations and their member agencies and Unaffiliated Agencies.



# Campaign Basics

## What is the NJECC?

On April 12<sup>th</sup>, 1985 the NJ State Legislature enacted a Law, which provided employees of state and local government the opportunity to contribute to a multitude of charities through payroll deduction. The NJECC is the only approved charitable payroll deduction of governmental employees.

## What is a Combined Campaign?

“Combined Campaign,” means that the campaign includes federations and independent charities, which must apply each year to be considered for admission. Federations and independent charities must meet rigorous standards including, but not limited to, audited financial statements, all licenses as required by law, and proof of services to the citizens of New Jersey.

## Where does my contribution go?

You can designate your gift to any of the charities listed in the NJECC codebook. You can direct your money to one or more charitable organization(s), or you may wish to designate it to a federation. The charity(ies) you designate will receive all of your contribution except for a small administrative fee, which shall not exceed 10%.

## How is the NJECC organized?

Each year, the Governor appoints a Chair. This year we are happy to welcome Co-Chairs Dave Weinstein, Chief Technology Officer/Office of Information Technology and Dr. Harvey Kesselman, President of Stockton University. The campaign is overseen by the NJECC Steering Committee, which is made up of participating federated fundraising organizations.



# Where Do I Start?



## Develop a Plan

- ❖ Establish a campaign timeline (how long should my campaign last?)
- ❖ Set goals (based on past campaign results, dollars/percent participation)
- ❖ Implement strategies to meet your goals

## Establish Support From the Top

### Work with top management to:

- ❖ Endorse the campaign through an email or speak at a meeting
- ❖ Attend campaign events
- ❖ Provide thank you recognition to volunteers and donors

## Recruit a Team

- ❖ Find employees who support the campaign to serve on your team
- ❖ Attend trainings with you
- ❖ Assist you in campaign planning

## Promote & Educate

- ❖ Publicize your campaign dates and events through employee newsletters, bulletin boards and emails
- ❖ Schedule a kick-off event
- ❖ Have your Commissioner or Director send a general endorsement email to all employees
- ❖ Incentives for turning in pledge forms

## Make the Ask and Say “Thank You”

- ❖ The major reason people do not give is because they were never asked, **so ask everyone!**
- ❖ Send personal thank you to your campaign team
- ❖ Have top management send an organization-wide thank you and acknowledgement

# Designating Funds

## Designate funds to the charity of your CHOICE!

Donor designations are important to the NJECC because the money goes exactly where the contributor would like it to go. The NJECC does require that ***designations to a single charity total a minimum of \$52***. The important message to donors is that their contributions always go to the charities they choose!

## Undesignated Funds

Even if an employee chooses not to designate his or her pledge to a specific charity, their contribution will still be gratefully accepted and utilized by many charities. The undesignated funds will be distributed in the same proportion that all charities receive designations. For example, if charity "A" receives 10% of the designated funds, charity "A" will also receive 10% of the undesignated funds.

**Where your money is designated...is where it will go!**

## What if my favorite charity isn't listed

Charities participating in the New Jersey Employees Charitable Campaign must register with the Office of Charities registration for the State of New Jersey and apply to the NJECC each year. If your favorite charity does not appear in this year's codebook, please consider a gift to one of the many other charities who would benefit from your generous support.



# Coordinator Tips



- ❖ 100% ASK should always be one of your goals. Giving every person the chance to contribute and share in the NJECC will strengthen it with each passing year.
- ❖ Stress to canvassers that coercing employees is unacceptable, and can only hurt the campaign.
- ❖ Promote payroll deduction. It is the fastest, easiest approach to pledging.
- ❖ Work with the Campaign Manager's Office. They are there to help you with any questions that you may have or if you are in need of materials.
- ❖ Promote the campaign by publicizing group meetings & special events – have FUN with the ECC!
- ❖ Make your pledge first! If your co-workers know that you believe in and support your organization's charitable giving campaign, they're more likely to pledge.
- ❖ Be Positive – explain the benefits of giving to a charity. Stress the importance of each person's contribution to the community and how every gift makes a difference!
- ❖ Say THANK YOU. Whether your co-workers indicate they will make a gift or not, thank them for their consideration. You can never say thank you enough!



# What Your Money Can Do

- ❖ \$2 per pay provides home energy conservation materials for 3 low income families.
- ❖ \$2 per pay supplies twenty weeks of lunches for a homeless person.
- ❖ \$5 per pay provides two patients complete medical exams.
- ❖ \$5 per pay pays for one hour of camp for a child with diabetes.
- ❖ \$5 per pay supports a Wildlife Rescue Team.
- ❖ \$10 per pay provides a refugee or a person displaced by a natural disaster with a year's worth of clean drinking water.
- ❖ \$10 per pay buys pneumonia vaccinations for ten senior citizens.
- ❖ \$10 per pay buys a week of groceries for three 4-person families.
- ❖ \$20 per pay protects one quarter of an acre of rainforest.
- ❖ \$20 per pay buys books, videos, and developmental toys to furnish a children's playroom at a battered women's shelter.
- ❖ \$20 per pay ensures six months of health education and awareness for a refugee community.
- ❖ \$25 per pay educates six girls and helps protect them from human trafficking
- ❖ \$25 per pay enables a diabetic kidney patient to purchase a 2-3 month supply of syringes.
- ❖ \$50 per pay provides childcare for low-income parents, assuring they are able to work.
- ❖ \$50 per pay provides a family with an emergency kit (family-size tent, blankets, water filtration, stove and other equipment) to help families rebuild their lives after a disaster.
- ❖ \$50 per pay provides psychological evaluation services for 24 special-needs children.



# Solicitation Methods



## The Individual Solicitation:

### The Introduction

- ❖ Establish a rapport with the potential contributor.
- ❖ Start the discussion on a POSITIVE, friendly note.
- ❖ Explain your role as an NJECC volunteer Employee Coordinator.
- ❖ Do NOT apologize for coming to talk to the individual. Be upbeat and excited that you get to share what a great opportunity the NJECC is for government employees.

### Present the Case

- ❖ Tell the contributor how the NJECC can help the causes that matter most to them.
- ❖ Over 1,100 charities – their choice!
- ❖ Share testimonials from coworkers and their loved ones.
- ❖ Important step – show the contributor how the NJECC affects them individually.

### Ask Questions

- ❖ Ask the contributor: “Do you have any questions?” or “Is there any additional information you need?”
- ❖ Refer to the NJECC codebook and website. If there is a question you cannot answer, feel free to call the Campaign Manager’s Office (609) 477-8306
- ❖ Deal with any objections that may arise. Remember, the potential contributor is not attacking you, so try not to take their objection(s) personally.
- ❖ Most people just want additional information. By spending a few extra minutes answering their questions, you will probably get them to commit to a pledge.

### Ask for the Pledge

- ❖ Do it face to face – not by leaving forms on a desk or distributing via mail. People give to people – not to mailboxes, letters, or emails.
- ❖ The contribution can be made in the form of cash, check, or the easiest method of giving – payroll deduction.
- ❖ Help them fill out the pledge form or show them how to make a pledge online.

### Express Thanks

- ❖ When finishing up with the individual, thank them for their time and let them know that giving is a choice, not an obligation.
- ❖ If they say “yes,” ...REMEMBER to personally thank them for their contribution.

# Solicitation Methods

## The 15-Minute Solicitation:

The sequence of events for group solicitation can be effectively accomplished in about 15 minutes and can be modified to fit the activity and the circumstances. Here's how:

### Be Prepared:

Make sure details are taken care of; advanced announcement and publicity accomplished; guest speaker confirmed and briefed; all materials on hand.

### Welcome/Coordinator Opening Remarks (2 minutes)

Campaign coordinator distributes codebook and pledge forms to all employees at the beginning. Be personal, sincere and brief.

### Campaign Endorsement

(Agency Head or Commissioner – 2 minutes)

Makes statement of support; relates any personal experience; identifies campaign objective.

### Guest Speaker

(Agency or Federation representative – 4 minutes)

### Employee Testimonial (4 minutes)

Employee from your department (or another department) shares his/her personal experience with a non-profit agency listed in the codebook.

### Campaign Review and Closing (3 minutes)

Coordinator answers questions and provides information about the campaign and where to return pledge cards. Thanks everyone for attending.

## INDIVIDUAL SOLICITATION

*Those who do not give in the group solicitation can be followed-up by coordinators for a later, tactful one-on-one attempt. One-on-one solicitation is also used for anyone who did not attend the group solicitation. Be considerate of your potential contributor when making your approach. Timing is important. Don't interrupt or attempt solicitation at a time when it is obviously inconvenient. Make it a positive approach and a positive appeal.*



# Planning Special Events



*You will be amazed at the difference planning NJECC special events can make for your campaign. Not only will you raise more money, but you will also keep employee interest high – and it's fun.*

## Following are a few examples of successful events from around the State:

- ❖ Host a departmental breakfast for your co-workers. Serving food is one way to make the ECC fun, and it gives the employees an incentive to attend the event.
- ❖ Hold a “silent-auction” with items donated from fellow employees.
- ❖ Ask each employee to bring in a picture of himself/herself as a baby. Then put the pictures in a collage and have a “GuessWho?” contest.
- ❖ Guess how many M & M's/Jelly Beans “in the jar”, the department grand total or the number of participants contest.
- ❖ Have a pretzel sale during the lunch hour, or a bake-sale after that time.
- ❖ “Help Change Make Change” day – encourage all employees to donate their change jar from home. Many people won't hesitate to do this ... and you'll be shocked how fast it adds up.
- ❖ Ask your administrator or the appropriate office to donate a parking space for a week/month and auction it to the highest bidder, or use it as a prize.
- ❖ **BE CREATIVE.** There are a million fun things you can do for special events!

## Tips for Making your Special Event a Success:

- ❖ Prepare in advance. Do not wait until the last minute to plan a special event. Give yourself plenty of time to organize. Organizing will make the event less stressful and will give your co-workers plenty of advance notice for their schedule.
- ❖ Ask employees in the office to help you with the event by donating the food or raffle prizes for your section. Whatever the approach, **PUBLICIZE** the event. Send emails, put up flyers – let everyone know that the event you're organizing will benefit something important, and it's FUN!

### **FOLLOW-UP!**

When the event is over, make sure that a solicitor follows up with employees who needed time to think about their pledge. They may need some questions answered.

# Pledge Form

## How to Complete the Pledge Form

Proper completion of the pledge card will ensure that pledges are processed quickly and accurately. The following sections of the pledge card must be completed. If any of these sections are incomplete, the pledge card cannot be processed and should be returned to the contributor for completion.

## NJ ECC Pledge Form is in three parts

- ❖ WHITE COPY – for Payroll Office
- ❖ YELLOW COPY – for the Department Coordinator
- ❖ PINK COPY – a receipt for your personal records

**Be sure that your name, payroll number, Department/Agency name and work phone number are filled in appropriately.**

## If you are making a designation via Payroll Deduction:

- ❖ Your Employee ID# must be included (Will only appear on the WHITE/Payroll Office copy)
- ❖ List the approved agency's Four Digit code in the Charity Code section. Codes are shown in the 2017/2018 NJECC Code Book.
- ❖ Up to five designations can be listed on any one pledge form.
- ❖ The amount entered for any agency via Payroll Deduction is a minimum of \$52.
- ❖ If you have other than 26 pay periods, be sure to enter that number in the Interval section.
- ❖ Be sure that your "Total Gift" equals the sum of your "Annual Amounts".

## If you are making a designation via Cash or Check:

- ❖ Make checks payable to NJECC
- ❖ If designating to an agency, the donation must be a minimum of \$52 per organization. Show agency's Four Digit code in the Charity Code section. (Any amount less than \$52 will be considered as an "undesignated" donation.)

**BE SURE TO SIGN AND DATE YOUR PLEDGE FORM and then return the WHITE and YELLOW copies to your Coordinator.**





# Coordinator Report Form



Proper completion of the report form will allow the Campaign Manager's Office to process your donations quickly and efficiently. As a Coordinator, filling out the report form accurately is one of your most important responsibilities.

## Please be sure you:

- ❖ Make sure the following information is completed and accurate
  - Date
  - Department/Agency Name
  - Department/Agency Payroll Code #
  - Coordinator's Name
  - Coordinator Email Address
  - Coordinator Phone #
  
- ❖ Make sure that only pledges in front of you are being reported. Report forms are not cumulative, and you should not include previously reported pledges on the form or any pledges you anticipate getting.
  
- ❖ Double-check to make sure all pledges are correct and cash/checks are attached securely.
  
- ❖ **Detach the WHITE copy and forward this immediately to Centralized Payroll.**
  
- ❖ Separate the pledge forms into cash/checks and payroll deductions.

# Online Giving Platform

**Make your pledge quickly and easily...anytime, anywhere!**

You can make your pledge online through the **NEW** online giving platform. This platform not only gives you the opportunity to make your pledge with convenience, but also saves a tremendous amount of paper.

Visit the NJECC Online giving website: <http://bit.ly/2017NJECC>

- Step 1:** Login and setup your user profile (you cannot use last year's login/password, this is a new online giving portal.)
- Step 2:** Select a payment method
- Step 3:** Choose your favorite charities to support
- Step 4:** Submit your pledge
- Step 5:** If you would like to make additional donations or edit a donation, you may do so anytime during the campaign.

## For Your Records:

- ✓ A copy of your receipt will be emailed to you after you have completed your pledge.

Questions/Comments Contact Susan O'Brien - (609) 477-8306 - [sobrien@njecc.net](mailto:sobrien@njecc.net)

*Thanks for your donation!*



## FAQs



### **What is the duration of my payroll deduction and when does it begin?**

Deductions will start in January 2018 and will continue through December 2018.

### **Must I fill out a new pledge form and sign it for this year's pledge if I have given in the past?**

Yes. A new pledge form must be completed and signed every year.

### **Can I stop my payroll deduction authorization?**

Yes. The authorization may be revoked at any time with your payroll office. You have the right to stop you pledge at any time for any reason; however, we strongly encourage you to honor your commitment to the NJ ECC and your chosen charities since the charities have been advised of their total pledges following the close of the campaign.

### **Are contributions tax-deductible?**

Yes. Within the tax laws if you itemize. Consult with your accountant or tax advisor for details.

### **Who determines how my contribution will be used?**

You decide by designating your contribution to one or more charities listed in the NJ ECC codebook. If you choose not to designate your pledge, it will be distributed in the same proportion that all charities receive designations. For example, if charity "A" receives 10% of the designated funds, charity "A" will also receive 10% of the undesignated funds.

### **How are recipient charities chosen to participate in the NJ ECC?**

All charities participating in the NJ ECC must apply each year and meet standards set forth by the New Jersey State Legislature (NJPL 1985, c.140). There are strict guidelines and application procedures, which must be met in order to become a participating agency.

### **Why give by payroll deduction?**

Most state and local employees find it easier to spread their contribution over a period of one year, rather than making one-time cash contribution. For many, this allows them to give more than they ever could in one lump sum.

***If you make a contribution through payroll deduction, you do not need a receipt. Your pay stub or Form W-2 furnished by your employer proves the withheld amount.***

**If you have any questions or concerns please contact:**

**Employees Charitable Campaign Managers Office**

**Susan O'Brien  
Campaign Manager  
Phone: 609.477.8306  
Email: [sobrien@njecc.net](mailto:sobrien@njecc.net)**

**New Jersey Employees Charitable Campaign  
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**Visit our website at [www.njecc.net](http://www.njecc.net)**

**Campaign materials and codebook available online.**

**Thank you  
and  
Good Luck!**

