



Coordinator Checklist

Important First Steps

- Discover your power of giving! 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 do it alone! 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, charity fair, and other activities and events.
- Work with your department executive to engage senior leadership and management in promoting the campaign and encouraging participation. Share your campaign plan and get their endorsement.
- Publicize the campaign and place posters in highly visible areas to educate, inform, and build enthusiasm. **We have resources for you! You can download and print ready-to-use resources, including logos, posters, flyers and more at www.NJECC.net (select "Campaign Resources" from the navigation menu and click on "Volunteer Toolkit").**

During the Campaign

- Lead by example and consider a personal pledge.
- Provide opportunities for every employee to participate:
 - Host a fun and engaging kick-off event
 - Distribute campaign materials
 - Be sure everyone in your business unit is asked to participate
- Convey the power of giving in each donation:
 - Tell your story. Talk about the causes you support and why you support them
 - Invite your coworkers to use their individual power to make a difference in a way that is important to them
 - Share the benefits and impact of payroll deduction
- Host a charity fair or schedule charity speakers to make presentations at staff meetings
- Follow the NJECC on Facebook, Instagram, and Twitter. Share your campaign results, events, videos, photos, and other campaign information using #NJECCpowerofgiving.

Wrapping up the Campaign

- Collect pledge forms, verify proper completion, and submit to the NJECC Campaign Manager with the Coordinator Report Form.
- Develop a thank you plan for volunteers and donors.
- Follow-up on pledge forms not received

Important Dates

August

Tuesday, August 13: 9am – 11am
NJECC Best Practices/Material
Distribution

September

Thursday, September 19: 9am – 10:30am
NJECC Kick Off

Questions?

Contact your Coordinator or Campaign
Manager Susan O'Brien at (609) 477-
8306 or sobrien@njecc.net



www.NJECC.net