

Purpose:

Social media is an effective tool to encourage employees to participate and donate through the New Jersey Employees Charitable Campaign (NJECC). Help us engage employees in the 2019 NJECC campaign by following our social media accounts, sharing our messages, and encouraging your colleagues and employee peers to do the same.

How to Get Started:

Step 1:

Follow the NJECC's social media accounts:

- Facebook: www.facebook.com/njecc.net
- Twitter: <https://twitter.com/NewJerseyGives>
- Instagram: www.instagram.com/newjerseygives

Step 2:

Share the messages below to help us generate awareness and excitement around the campaign. In addition to these messages, we will post more cause-specific messages throughout the campaign. So follow us, retweet/share our messages, and spread the word! Through the NJECC, we can truly help make a meaningful difference in New Jersey and communities across the country. Thank you for helping to spread the word about the NJECC.

Important Notes & Tips:

- The easiest way to share these messages is to retweet/share the messages that we post on our Facebook, Twitter, and Instagram pages during the campaign.
- If you post a message about the campaign, please **tag us** in your posts to ensure we see and share your content with our network. On Facebook use the tag **@NJECC.net**; on Twitter use the tag **@NewJerseyGives**; and on Instagram use the tag **@newjerseygives**.
- Please **use the hashtag #NewJerseyGives** in all social media messages to help us aggregate, measure, and amplify the conversation.

Messages to Share:

Download graphics to post with each message below on our NJECC Volunteer Tool kit page at

<https://njecc.net/campaign-resources/volunteer-tool-kit>.

Beginning of Campaign (September):

- Save the date! Kick off the 2019 New Jersey Employees Charitable Campaign with us Sept 19th at 9am at the New Jersey State Museum. Details: [#NewJerseyGives](https://impact.ac/NJECC)
- The @NewJerseyGives Campaign is live! Unleash the power of giving and donate through the 2019 NJECC. Get started: [#NewJerseyGives](https://impact.ac/NJECC)
- Through the NJECC, a pledge of just \$2 (the cost of a soda!) per paycheck (\$52 total!) provides vaccines for a healthier, happier, more adoptable dog or cat. WOW. [#NewJerseyGives](https://impact.ac/NJECC)
- New Jersey State Employees - donate at work today to make a difference tomorrow and beyond. Learn more and give: [#NewJerseyGives](https://impact.ac/NJECC)
- Want to support a #NewJersey #charity? Donate through the @NewJerseyGives Campaign! [#NewJerseyGives](https://impact.ac/NJECC)



New Jersey Employees Charitable Campaign 2019 Social Media Tool Kit

- Just \$5/pay period (a cup of a coffee per paycheck/\$130 total) means 1 struggling veteran and family will not go hungry. You make this possible through the NJECC: <https://impact.ac/NJECC> #NewJerseyGives
- Donating at work provides causes w/ \$ they can count on all year long. Give now through the @NewJerseyGives Campaign: <https://impact.ac/NJECC> #NewJerseyGives
- The Power of Giving starts with you and me. Join me and donate through the @NewJerseyGives Campaign! <https://impact.ac/NJECC> #NewJerseyGives
- The NJECC Charity Campaign is a giving campaign. We can give a little today – and help a LOT tomorrow and beyond. Learn more: <https://impact.ac/NJECC> #NewJerseyGives
- For the price of a movie matinee (\$10), you can provide emergency housing for someone during his/her most urgent time of need. Please give through the @NewJerseyGives Campaign now: <https://impact.ac/NJECC> #NewJerseyGives
- Giving through the NJECC Charity Campaign is easy, cost-effective – and helps everyone. Give today! <https://impact.ac/NJECC> #NewJerseyGives

Middle of Campaign (October/November):

- The #NewJersey Charity Campaign is underway! Every donation matters, pledge today: <https://impact.ac/NJECC> #NewJerseyGives
- NJ State Employees - you still have time to make a difference: <https://impact.ac/NJECC> #NewJerseyGives
- If you pledge \$20 per paycheck – the cost of 1 takeout meal – provides a struggling young mom with diapers for 6 months. Learn more: <https://impact.ac/NJECC> #NewJerseyGives
- The @NewJerseyGives Campaign helps YOU make a lasting difference. For the price of a Pumpkin Spice Latte (\$5) per paycheck, you can fund 2 hours of lifesaving children's cancer research: <https://impact.ac/NJECC> #NewJerseyGives
- The @NewJerseyGives Charity Campaign connects people who care w/ causes that matter. <https://impact.ac/NJECC> #NewJerseyGives
- Giving through the #NewJersey Charity Campaign is easy and helps millions. Give today! <https://impact.ac/NJECC> #NewJerseyGives
- If you pledge \$50/paycheck, you directly help build 25 miles of trails connecting people to the environment – AND clear 100 acres of invasive species. You can make it happen TODAY: <https://impact.ac/NJECC> #NewJerseyGives

End of Campaign (December)

- The #NewJersey Charity Campaign is almost over! Give now before it's too late! <https://impact.ac/NJECC> #NewJerseyGives
- The deadline to support causes that matter to you is December 31. Donate through the @NewJerseyGives Campaign: <https://impact.ac/NJECC> #NewJerseyGives
- Did you know? If you pledge \$5 per pay period through the NJECC (that's \$130 total), you provide 28 meals to homebound seniors in need: <https://impact.ac/NJECC> #NewJerseyGives
- Don't miss your chance to make a difference! The deadline to give through this year's @NewJerseyGives Campaign is Dec. 31! <https://impact.ac/NJECC> #NewJerseyGives
- Baby, it's cold out there. For \$20/pay period, you can give 26 kids a brand new winter coat – providing them warmth AND pride: <https://impact.ac/NJECC> #NewJerseyGives
- The #NewJersey Charity Campaign makes giving easy! But the campaign is coming to end on Dec. 31. Pledge now: <https://impact.ac/NJECC> #NewJerseyGives
- A parent needs your help! For the price of a concert ticket, \$50/paycheck, you provide quality childcare for 1 low-income parent, assuring he/she is able to work. Give what you can – every cent helps: <https://impact.ac/NJECC> #NewJerseyGives
- The #NewJersey Charity Campaign is almost over. Donate today to support your favorite cause! <https://impact.ac/NJECC> #NewJerseyGives
- Just \$5 per paycheck provides 1 child with after-school STEAM programs – that encloses the enrichment gap. This is your chance to help: <https://impact.ac/NJECC> #NewJerseyGives
- Thank you to everyone who donated through the @NewJerseyGives Campaign. Together, we can make a difference! If you haven't yet, this is your last chance: <https://impact.ac/NJECC> #NewJerseyGives

