



Coordinator Checklist

Important First Steps

- Discover your “compassion for action”! 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, virtual 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.
- Promote the campaign to educate, inform, and build enthusiasm. **We have resources for you!** You can download and print ready-to-use resources, including logos, e-cards, social media messages and graphics, 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 virtual kick-off event
 - Distribute campaign materials electronically (ecards, social media, website, employee portal)
 - Be sure everyone in your business unit is asked to participate
- Convey the power of 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 virtual 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 #NewJerseyGives

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



Thank you!

You make the campaign successful.



NJECC

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GROWS STRONGER WITH YOU.

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Years

2020

www.NJECC.net