



# NJ ECC Traveling Trophy

An award will be presented to the department that earns the most points for their participation in the 2023 NJ ECC. Points are awarded for many components of running a successful campaign. Following are how points are awarded.

## Coordinator

- Attend pre-kickoff training 15 pts
- Attend kickoff 15 pts
- Establish a campaign team 20 pts
- Establish support from leadership 25 pts  
(communication to department, speaking at kickoff/agency fair, etc.)
- Communicate Kickoff of campaign to department 25 pts
- Communicate wrap-up of campaign to department 25 pts

Add Together for Your Grand Total:



## Activities

- Host or co-host an agency fair 30 pts
- Invite an agency speaker 15 pts  
(points for each speaker)
- Host webinar or in person lunch-n-learn 25 pts  
(points for each session)
- Host special activity for campaign 30 pts  
(jeans day, bake sale, etc.)
- Host kiosk for giving 20 pts  
(must provide date(s))

Total Points:



## Giving

- Reach 2023 Goal 100 pts
- Exceed 2023 Goal 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
- % of existing donor increase in giving 50% - 50 pts  
(what is the percentage of increase in giving from donors who gave in 2022)
  - 40% - 40 pts
  - 30% - 30 pts
  - 20% - 20 pts
  - 15% - 15 pts
  - 10% - 10 pts

Total Points:



## Participation

- % 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:



Total Points: