

New Jersey State Employees Charitable Campaign



www.njsecc.org

Coordinator Guide

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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.

Campaign Theme:

Reaching out for a better tomorrow!

Roles & Responsibilities

Thank you for volunteering as a Coordinator for the 2009/2010 Employees Charitable Campaign (ECC). 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 ECC 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) 637-4901 if you have any additional questions or concerns. We welcome your feedback and comments on the management of the campaign!

Coordinator Roles & Responsibilities

- ❖ Recruit enthusiastic co-workers within your agency or university to be canvassers.
- ❖ Distribute all campaign materials to your canvassers.
- ❖ Individually solicit these volunteers for their personal gifts to the ECC.
- ❖ Work with your department head to gain his/her support.
- ❖ Organize and preside over canvasser training and campaign kickoff event.
- ❖ Encourage all canvassers to take an active interest in the campaign.
- ❖ Be able to discuss the ECC pledge process and charity choices.
- ❖ Educate your department's employees about the ECC & promote it on all levels.
- ❖ 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.



Why Give...

- ❖ **ECC** provides a single, coordinated appeal, rather than hundreds of individual drives.
- ❖ **ECC** 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.
- ❖ The **ECC** Steering Committee carefully screens all participating federations and their member agencies and unaffiliated agencies.

Campaign Basics

EMPLOYEES CHARITABLE CAMPAIGN BASICS

What is the ECC?

On April 12th, 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 ECC 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 ECC 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 ECC organized?

Each year, the Governor appoints a Chair. This year we are happy to welcome Harold Wirths, Commissioner, Department of Labor & Workforce Development. The campaign is overseen by the ECC Steering Committee, which is made up of participating federated fundraising organizations. The campaign is well organized and is managed by NonProfit Services & Solutions, Inc. of Baltimore, MD. (NPSSI, INC.) As such, NPSSI provides staff support, develops a campaign plan, prepares a budget, trains campaign volunteers, produces and distributes all campaign materials and plans events such as the kickoff and recognition ceremonies. NPSSI also processes and audits all pledge cards, and distributes campaign proceeds and maintains all campaign records.

Where Do I Start?



Step One: Learn the Fact About ECC

Read the ECC Partners in Giving Coordinator Guide and review the pledge form thoroughly. You will be provided with an adequate supply of campaign materials, so be familiar with them before you have to answer questions about them. Knowing the facts will help you feel more confident and you will be more effective when assisting solicitors, organizing events, or asking for pledges.

Step Two: Lead By Example by Making Your Own Pledge First

You will hopefully pledge your own contribution early in the campaign as a model for others to follow. Your contribution says “I believe in the ECC, and I’ve already made my gift before asking for yours.”

Step Three: Recruit a Team and Develop a Contact List

The single most important factor in planning a successful campaign is to recruit the right people to act as canvassers. Start by meeting with experienced volunteers and asking for their input. What qualities are you looking for? Employees who are enthusiastic, dedicated and respected by their peers are typically effective volunteers. When your team is assembled, determine how they can be most easily contacted and make a list – keep this list handy because you’ll need it often! Frequent communication with your canvassers will be critical.

Step Four: Plan your Own Solicitations

As a Coordinator, one of your duties is to personally solicit the donations of your canvassers. Decide what kind of solicitation you will be making – i.e. individual or group. Research to see what issues are most important in your community and if any of your co-workers have been helped by one or more of the charities – use this information. Remember – it is both important and meaningful to lead by example.

Step Five: Spend Time Brainstorming and Create a Timeline

Every organization is different, so only you can truly know what kind of campaign is appropriate. Spend some time visualizing your efforts from the kickoff to the end-of-campaign celebration. Think: How big is my agency or university? How long should my campaign last? How much money did we raise last year, and how can we improve on it? What was our participation rate? What kind of kickoff should we plan? Are our employees receptive to ECC? All of these questions and more should be considered. Grab the nearest calendar and outline your campaign. Determine your visions of a perfect campaign; set your goals; develop your plans; and assign roles.

Designating Funds

Designate funds to the charity of your CHOICE!

Donor designations are important to the ECC because the money goes exactly where the contributor would like it to go. The ECC 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!

Administrative Costs

The ECC mandates that administrative costs are kept to a minimum, and are only 10% of the total dollars pledged. This 10% cap has been determined by the NJ State Treasurers Department and overseen by the ECC Steering Committee. These costs cover materials, an independent audit of ECC financial records, computer equipment, software, travel expenses, required training, conferences, etc. Compare this low overhead to the 35% deemed acceptable by the BBB (Better Business Bureau) Wise Giving Alliance and you'll see the ECC is one of the best ways to donate your charitable dollars. The ECC Steering Committee reviews the budget very carefully to keep these costs as low as possible. We will continue to do this in the future. Our objective is the same as yours – to ensure as much money as possible goes to deserving charities.

Special Programs



What are the Campaign's special programs?

Leadership Giving

At the core of every worthwhile endeavor are people whose exemplary leadership sets a powerful example for others.

Our most successful campaigns incorporate a Leadership Giving Program in their employee giving strategy.

Employees can contribute at several levels and be recognized as a leadership giver.

Goldfinch Club

\$1000 - \$2499

Emerald Society

\$5000 - \$7499

Chairman's Society

\$10,000+

Garden State Club

\$2500 - \$4900

Diamond Society

\$7500 - \$9999

Leadership Giving

is instrumental to our campaign and we therefore recognize individuals who donate at the following levels:

Goldfinch Club (\$1000-\$2499)

205 Donors

Garden State Club (\$2500-\$4999)

20 Donors

Emerald Society (\$5000-\$7499)

7 Donors

We do not have a Diamond or Chairman's Society member yet, but we would love support at these higher levels. Please consider asking your leadership donors to step-up their contributions.

Special Programs

NJSECC Awards Criteria

The ECC Awards and Recognition program was developed to highlight an organization's efforts on behalf of the community through the ECC.

ECC Chairperson's Award

is presented to those departments which exceed their fundraising goal and demonstrate exemplary participation.

Commission on Higher Education – 107.04% and 47% participation

ECC Campaign Award

is presented to those departments which have the highest average gift.

Departmental Average Gift Greater than \$312 – “Pretty Penny Award”

NJ Office of Legislative Services (\$426.13)
NJ Institute of Technology (\$321.09)
NJ Pinelands Commission (\$650.00)
Montclair State University (\$634.50)
Port Authority of NY & NJ (\$384.79)
Passaic Valley Sewerage Commission (\$563.00)
East Windsor Regional Schools (\$454.00)

ECC Participation Award

is presented to those departments whose campaigns demonstrate the highest percentage of employee participation.

NJ Healthcare Facilities Financial Authority – 62%
Commission on Higher Education - 47%
Mercer County Board of Social Services - 48%

Departments with Highest Number of Leadership Donors

The Judiciary
University of Medicine & Dentistry
Rowan University
Rutgers-New Brunswick Campus
The Department of Taxation
The Port Authority of NY & NJ
NJ Transit Corporation
The Richard Stockton College of New Jersey
Rutgers-Newark Campus
Capital Program Management

Campaign Manager's Awards

Without taking away from the accomplishments of any department, we wanted to specially recognize the achievements of a few outstanding efforts this year. These campaign coordinators and their respective departments went above and beyond to promote the New Jersey Charitable Campaign. We wanted to acknowledge their special efforts by presenting them with the Campaign Manager's Award.

For Best Kick-Off Event: Executive Director Frank Cirillo, Coordinators Linda Bell and Dave Wetzel and the Mercer County Board of Social Services

For Best Agency Fair: Department of Labor and Workforce Development, Coordinator Janice Swierczek and The Richard Stockton College of New Jersey, Arthur A. Davis, Jr. and Dottie Munro

For Best Coordinator Trainings: of Labor and Workforce Development, Coordinator Janice Swierczek and the City of Trenton, Claris D. Lamin

For Best Participation Increase: Mercer County Board of Social Services, Coordinators Linda Bell and David Wenzler 45-48% jump, 13 new donors

For Best Effort: Mercer County Administration, Darren Stewart

Coordinator Tips



Campaign Tips for Coordinators!

- ❖ 100% ASK should always be one of your goals. Giving every person the chance to contribute and share in the ECC 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!
- ❖ Maintain regular contact with all canvassers. Whether this is done through weekly meetings, by phone or email, it is extremely important to have your finger on the pulse of the campaign at all times. Continually update departmental progress, share encouraging stories, publicize the efforts of successful individuals and motivate, motivate, motivate!

Make the Ask

Making the Ask

The first step to any successful solicitation is making sure you are prepared. Follow the steps below to ensure that you are ready to approach your co-workers.

- ❖ Have all of your materials ready (pledge form, codebook, etc.)
- ❖ Know and be ready to discuss the needs and concerns of your local community.
- ❖ Has a co-worker or family member ever received help from any ECC charity? If so, identify these individuals and ask them to share their story. Testimonials are very effective because they show the personal impact of the ECC.
- ❖ Secure a time and place for the solicitation – timing is everything, so plan ahead!
- ❖ Share reasons why you volunteer. Explain why your co-workers should participate as well.

The Top Ten Reasons To Participate in the ECC...

10. The ECC offers a wide array of charitable services ranging from the arts, the environment, and human services to preventive health, hospice and respite care, children and youth, and the elderly.
9. Payroll deduction makes contributing convenient – it's easy, efficient and effective.
8. It's a meaningful way for State, County & Municipal employees to support their communities and neighbors.
7. Contributions are tax-deductible.
6. They can set the pace for the campaign by participating as a Leadership Giver.
5. Their pledges help non-profit organizations in difficult economic times by supplementing their budgets.
4. Many organizations in the campaign help State, County & Municipal employees and their families.
3. There are organizations in the campaign that help New Jersey recover from natural disasters.
2. The ECC administrative costs are extremely low. 90 cents of every dollar contributed goes to the designated charitable organizations.

And the #1 Reason to Participate is...

Contributing to your State Campaign shows that state, county & municipal employees are caring individuals who are proud to assist those most in need, and who are committed to making New Jersey's communities better places to live.

What Your Money Can Do



What Your Money Can Do – Bang for the Buck

\$2 per pay sends two children with epilepsy to a morning of summer camp.

\$2 per pay enables a food bank to distribute 8 ½ pounds of food.

\$4 per pay provides for one cat and one dog to be spayed or neutered preventing the birth of many unwanted kittens and puppies.

\$4 per pay provides 20 meals-on-wheels for a homebound or elderly person.

\$6 per pay provides two patients with complete medical exams.

\$6 per pay covers the cost of an experienced community organizer to help grassroots groups reduce, eliminate, clean up or prevent chemical contamination that threatens their communities' health.

\$8 per pay provides reproductive healthcare, including contraception, to a woman for one year.

\$10 per pay closes the gap between the government payment and the actual cost of a two week stay in a shelter for one homeless person.

\$15 per pay provides three hours of free legal counsel and advice to individuals who are victims of domestic violence.

\$20 per pay provides 480 children and adults in Cambodia with enough Vitamin A for one year, boosting their immune systems and fighting off sight-robbing infections.

\$25 per pay provides up to date HIV education for 850 people.

\$30 per pay provides job-readiness education and outreach programs connecting fifteen homeless individuals with paid employment opportunities.

\$35 per pay would provide one week of after school care for a child.

\$36 per pay helps buy text books for one student for one year.

\$40 per pay provides basic school supplies for 40 children to ensure they have the tools necessary to be ready to learn and succeed.

\$50 per pay provides vaccinations for 75 children against the six major childhood diseases.

Reporting Goals

2010/11 STATUS REPORT				
EMPLOYEES CHARITABLE				
DEPARTMENT	2009 REPORTED	2009 # EMPL	2009 # DONORS	Base GOAL Seeks 3% increase
ADMINISTRATIVE LAW, OFFICE OF	\$ 832	127	4	\$ 857
AGRICULTURE, DEPARTMENT OF	\$ 12,378	291	46	\$ 12,749
BANKING & INSURANCE, DEPARTMENT OF	\$ 16,352	428	82	\$ 16,843
BOARD OF PUBLIC UTILITIES	\$ 3,042	313	14	\$ 3,133
CASINO CONTROL COMMISSION	\$ 6,324	340	31	\$ 6,514
CHILDREN & FAMILIES, DEPARTMENT OF	\$ 24,255	7,239	107	\$ 24,983
COLLEGE OF NEW JERSEY	\$ 14,388	1,050	84	\$ 14,820
COMMISSION ON HIGHER EDUCATION	\$ 1,898	17	8	\$ 1,955
COMMUNITY AFFAIRS, DEPARTMENT OF	\$ 12,714	1,097	56	\$ 13,095
CORRECTIONS, DEPARTMENT OF	\$ 70,568	9,630	307	\$ 72,685
EDUCATION, DEPARTMENT OF	\$ 49,977	955	201	\$ 51,476
ENVIRONMENTAL PROTECTION, DEPARTMENT OF	\$ 61,573	4,933	209	\$ 63,420
GOVERNOR'S OFFICE, OFFICE OF	\$ 4,700	99	21	\$ 4,841
HEALTH & SENIOR SERVICES, DEPARTMENT OF	\$ 49,502	2,080	231	\$ 50,987
HIGHER EDUCATION STUDENT ASSISTANCE AUTHORITY	\$ 3,196	205	13	\$ 3,292
HUMAN SERVICES, DEPARTMENT OF	\$ 82,822	19,042	458	\$ 85,307
INFORMATION & TECHNOLOGY, OFFICE OF	\$ 18,493	917	60	\$ 19,048
JUDICIARY	\$ 99,783	9,878	344	\$ 102,776
KEAN UNIVERSITY	\$ 3,950	1,200	25	\$ 4,069
LABOR AND WORKFORCE DEVELOPMENT, DEPARTMENT OF	\$ 119,272	3,843	816	\$ 122,850
LAW & PUBLIC SAFETY(OFFICE OF THE ATTORNEY GENERAL)	\$ 96,291	10,228	631	\$ 99,180
LEGISLATOR, DEPARTMENT OF (consolidated GA, Senate, & Off. Leg. Services)	\$ 6,652	479	16	\$ 6,852
MILITARY & VETERANS AFFAIRS, DEPARTMENT OF	\$ 16,508	1,715	134	\$ 17,003
MONTCLAIR STATE UNIVERSITY	\$ 20,304	1,489	32	\$ 20,913
MOTOR VEHICLES COMMISSION	\$ 43,856	2,914	257	\$ 45,172
N. J. COMPENSATION RATING & INSPECTION	\$ 2,730	120	21	\$ 2,812
N. J. ECONOMIC DEVELOPMENT AUTHORITY (MERGED WITH COMMERCE, ECONOMIC GROWTH & TOURISM COMMISSION)	\$ 2,392	200	8	\$ 2,464
N. J. INSTITUTE OF TECHNOLOGY	\$ 13,807	1,179	43	\$ 14,221
N. J. PINELANDS COMMISSION	\$ 1,300	57	2	\$ 1,339
N.J. STATE PAROLE BOARD	\$ 11,354	712	40	\$ 11,695
N. J. TRANSIT CORPORATION	\$ 45,176	11,000	239	\$ 46,531
N. J. TURNPIKE AUTHORITY	\$ 1,070	2,402	5	\$ 1,102
N. J. WATER SUPPLY AUTHORITY	\$ 208	125	1	\$ 214
NEW JERSEY CITY UNIVERSITY	\$ 3,895	1,800	17	\$ 4,012

Reporting Goals



2010/11 STATUS REPORT				
EMPLOYEES CHARITABLE				
DEPARTMENT	2009 REPORTED	2009 # EMPL	2009 # DONORS	Base GOAL Seeks 3% increase
NJ HEALTH CARE FACILITIES FINANCING AUTHORITY	\$ 2,581	26	16	\$ 2,658
NJ HOUSING & MORTGAGE FINANCE AGENCY	\$ 2,701	260	16	\$ 2,782
NJ NETWORK	\$ 1,586	166	6	\$ 1,634
NJ SCHOOLS DEVELOPMENT AUTHORITY	\$ 3,304	275	13	\$ 3,403
PASSAIC VALLEY SEWERAGE COMMISSION	\$ 1,690	654	3	\$ 1,741
PERC (PUBLIC EMPLOYMENT RELATIONS COMMISSION)	\$ 1,402	36	7	\$ 1,444
CIVIL SERVICE COMMISSION	\$ 4,524	376	23	\$ 4,660
PORT AUTHORITY OF NY & NJ	\$ 62,867	3,500	160	\$ 64,753
PUBLIC ADVOCATE, DEPARTMENT OF	\$ 1,378	109	8	\$ 1,419
PUBLIC DEFENDER, OFFICE OF	\$ 11,700	1,083	40	\$ 12,051
RAMAPO COLLEGE OF NJ	\$ 2,416	650	19	\$ 2,488
REVENUE, DIVISION OF	\$ 10,610	757	49	\$ 10,928
RICHARD STOCKTON COLLEGE OF NJ	\$ 48,530	1,000	190	\$ 49,986
ROWAN UNIVERSITY	\$ 61,640	1,323	244	\$ 63,489
RUTGERS/CAMDEN	\$ 21,040	600	104	\$ 21,671
RUTGERS/NEW BRUNSWICK	\$ 55,975	8,700	207	\$ 57,654
RUTGERS/NEWARK	\$ 35,149	1,670	121	\$ 36,203
SCI (STATE COMMISSION OF INVESTIGATION)	\$ 2,314	50	11	\$ 2,383
SOUTH JERSEY TRANSPORTATION AUTHORITY	\$ 5,225	450	25	\$ 5,382
STATE, DEPARTMENT OF THE	\$ 13,494	256	48	\$ 13,899
TAXATION, DIVISION OF	\$ 46,352	1,325	181	\$ 47,743
THOMAS EDISON COLLEGE/ST. LIBRARY	\$ 4,311	350	30	\$ 4,440
TRANSPORTATION, DEPARTMENT OF	\$ 92,893	3,937	394	\$ 95,680
TREASURY, DEPARTMENT OF	\$ 38,717	1,825	149	\$ 39,879
UMDNJ CONSOLIDATED	\$ 99,200	15,722	478	\$ 102,176
WILLIAM PATERSON UNIVERSITY	\$ 6,954	1,100	35	\$ 7,163
STATE RETIREES	\$ -	0	0	\$ -
SECC SUB-TOTALS	\$1,560,115	144,304	7,140	\$ 1,606,918
PECC SUB-TOTALS	\$ 128,794	13,305	974	\$ 132,658
GRAND TOTAL	\$1,688,909	157,609	8,114	\$ 1,739,576

Reporting Goals

2010/11 STATUS REPORT					
EMPLOYEES CHARITABLE CAMPAIGN					
OUT OF AREA ACCOUNTS	2009 REPORTED	2009 # EMP	2009 # DONORS	Base GOAL	FINAL
CITY OF TRENTON	\$ 48,183	1,480	392	\$ 49,628	
EAST WINDSOR REG. SCHOOLS	\$ 4,540	825	10	\$ 4,676	
EWING LAW. SEWER AUTH.	\$ 844	56	16	\$ 869	
EWING TOWNSHIP		300		\$ -	
EWING TWP. SCHOOLS		650		\$ -	
HAMILTON TWP.	\$ 7,152	700	52	\$ 7,367	
HAMILTON TWP. SCHOOLS	\$ 6,677	1,770	63	\$ 6,877	
HOPEWELL VALLEY SCHOOLS	\$ 3,582	750	21	\$ 3,689	
LAWRENCE TOWNSHIP	\$ 1,872	200	12	\$ 1,928	
LAWRENCE TWP SCHOOLS (Rollover pledge)	\$ 379	600		\$ 390	
MERCER COUNTY	\$ 7,960	1,750	44	\$ 8,199	
MERCER CTY BD. OF SOC. SVS.	\$ 32,496	512	247	\$ 33,471	
MERCER CTY COMM COLLEGE	\$ 6,536	390	46	\$ 6,732	
MERCER CTY VO-TECH SCHOOL	\$ 1,141	100	15	\$ 1,175	
MERCER CTY. SPECIAL SVS SCHOOL DIST.	\$ 3,332	622	11	\$ 3,432	
TRENTON SCHOOLS	\$ 4,100	2,500	45	\$ 4,223	
WASHINGTON TOWNSHIP		100		\$ -	
PECC SUB-TOTALS	\$ 128,794	13,305	974	\$ 132,658	

Solicitation Methods



The Individual Solicitation

In Five Easy Steps, You Can Make a Successful Solicitation!

The Introduction

- ❖ Establish a rapport with the potential contributor.
- ❖ Start the discussion on a POSITIVE, friendly note.
- ❖ Explain your role as an ECC 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 ECC is for government employees.

Present the Case

- ❖ Tell the contributor how the ECC can help the causes that matter most to them.
- ❖ Over 1,500 charities – their choice!
- ❖ Share testimonials from coworkers and their loved ones.
- ❖ Important step – show the contributor how the ECC affects them individually.

Ask Questions

- ❖ Ask the contributor: “Do you have any questions?” or “Is there any additional information you need?”
- ❖ Refer to the ECC codebook and website. If there is a question you cannot answer, feel free to call the Campaign Manager’s Office (609) 637-4901.
- ❖ 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.
- ❖ “Have you ever considered being a Leadership Giver?”
- ❖ 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.

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.
- ❖ If they say “no”...Do you know why? Please let them know you will still be there to answer any further questions and that you hope they will consider participating in the future.

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. Provide pens to anyone who does not have one. Be personal, sincere and brief. State purpose clearly and simply.

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. After you've done your best ask the employee to complete their pledge card. If the answer is "no" don't argue or pressure. Simply thank the individual for their time and tell them that should they change their mind, you are available.

Handling Objections



Handling Typical Objections

You can expect some of the people you contact to ask questions and raise objections. Objections are a natural part of any solicitation process. Although they are not necessarily negative, objections can present problems unless you know how to handle them correctly. Keep the following points about objections in mind:

It's not personal. An objection is not directed against you; it is directed at the ideas you are presenting. Don't be discouraged – you will find the vast majority of employees are supportive.

Be empathetic. Listen carefully to what the individual says and empathize with their perspective. Even the most generous individuals may not be supportive immediately – you can always speak with them another time. Avoid coercion and pushiness at all cost.

If you don't know the answer to the question, say so. And then get the correct answer. Contact the Campaign Manager's Office for the needed information and then get back to the potential contributor or solicitor as quickly as possible.

Don't argue. Your volunteering is a positive effort – there is no need to inject negativity into a solicitation. If you "lose your cool", you will not only lose the individual's contribution, but you may quickly find that their opinions and views quickly spread throughout the office.

Encourage the individual to talk. Full understanding of employees' objections to the ECC will allow our campaign to adjust accordingly – many positive changes have resulted from negative feedback! Constructive criticism is constructive, after all!

Above all, relax and be yourself. You should not feel that your job is to match wits with the employees you contact for the ECC. You have important ideas to present, and you should be absolutely straightforward in doing so.

Special Events

Planning a Special Event

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

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

- ❖ Host a departmental breakfast or lunch 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 “Guess Who?” contest.
- ❖ Guess how many M & M’s/Jelly Beans “in the jar”, the department grand total or the number of participants contest.
- ❖ Have a hot dog 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.
- ❖ Answer ECC trivia questions
- ❖ Softball games
- ❖ Costume Contest
- ❖ Walk-A-Thon
- ❖ Write an ECC song (Rap, country, your preference)
- ❖ Pie Throwing contest
- ❖ Tricycle races with managers
- ❖ Identify baby pictures
- ❖ Silent auction
- ❖ Pumpkin carving contests
- ❖ **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. Giving yourself plenty of time to organize 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 its 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 Card



How to Complete the Pledge Card

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.

Donor Information (top of card) (information must be legible, using ink)

- ❖ Employee Name (First, Middle Initial & Last)
- ❖ Work Phone Number
- ❖ Email Address (optional)
- ❖ Date completed

Recognition Information

Charity Acknowledgement: If employees would like the designated charity (ies) to thank them for their gifts, they must fill out the home address section. **They will receive an acknowledgement in the Spring of the following calendar year.**

Employee Contribution Information

Total Yearly Contribution must be completed on every pledge card regardless of how an employee chooses to contribute.

Payroll Deduction Instructions to Donor

- ❖ Print the organization/agency name to which you are designating your gift.
- ❖ List the approved agency's four (4)-digit code number as it appears in the ECC codebook.
- ❖ Up to four (4) designations may be listed on each pledge card. If you choose to give to more than (4) organizations/agencies, please make copies of the top of the card and mark them 1 of 3, 2 of 3, 3 of 3, etc.
- ❖ List the amount per pay to be deducted from your paycheck, x the # of pay periods.
- ❖ For designations via payroll deduction, the amount entered must be at least \$52 per designated organization/agency.
- ❖ Add amounts listed in Total Pledged column and enter that amount on the Total Yearly Pledge line.

Cash/Check Instructions to Donor

- ❖ For Cash Contributions, print the organization or agency name to which you are designating your gift.
- ❖ List the approved agency's four (4)-digit code number as it appears in the ECC codebook.
- ❖ If you are designating to a specific agency, the donation must be a minimum of \$52 per organization agency. Any amount less than \$52 to an organization or agency, will be considered undesignated, and you will not receive notification.

Payroll Deduction Authorization (middle of the card) Instructions to Donor

- ❖ This part of the pledge card is sent directly to your Payroll Department for processing.
- ❖ Be sure your Name, Payroll # and Check Distribution # are completed along the top section. Please check the appropriate box for amount to be deducted per pay period and fill in the TOTAL YEARLY PLEDGE. If you are contributing less than \$5 per pay period, or more than \$25 per pay period, check the box marked OTHER and enter the amount in dollars and cents to be deducted each pay period.

CARDS WILL NOT BE ACCEPTED BY PAYROLL UNLESS YOU SIGN AND DATE THE CARD AND FILL IN YOUR SOCIAL SECURITY NUMBER.

Report Envelope

Tips for Filling Out the Report Envelope

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

Make sure the following information is completed and accurate

- ❖ Account Number
 - ❖ Department/Agency
 - ❖ Address
 - ❖ Coordinator's Name and Telephone #
-
- ❖ 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 payroll portion (pink right side) of the pledge card and forward this card immediately to Centralized Payroll. Make sure the contributed amount on the right side of the card matches the Total Amount on the left side of the card. If they do not match, contact the employee to resolve.
 - ❖ Separate the designation side of the pledge cards into cash/checks and payroll deductions.
 - ❖ Separate the cash/checks pledge cards into designated and undesignated and using a calculator, run a tape on each. Record the number of contributors and amount contributed for designated cash/checks and undesignated cash/checks. Make sure to record the Total Cash/Checks line. **Note: "Amount Contributed" and "Amount Paid Now" columns MUST MATCH.**
 - ❖ Separate the payroll deduction pledge cards into designated and undesignated and using a calculator, run a tape on each. Record the number of contributors and amount contributed for designated payroll deductions and undesignated payroll deductions. Make sure to record the Total Payroll Deductions line.
 - ❖ Fill in the TOTAL PLEDGE ENVELOPE LINE across.
 - ❖ A check mark should signify if the report is Partial (more to come later), or Final. Sign your name and date it.
 - ❖ Before leaving work each day, make sure all pledges in your possession are locked up and behind closed doors. Your co-workers' money and confidential information must not be put at risk.

Frequently Asked Questions



Frequently Asked Questions

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

Deductions will start in January 2010 and will continue through December 2010.

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

Yes. A new card 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 your pledge at any time for any reason; however, we strongly encourage you to honor your commitment to the 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 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 ECC?

All charities participating in the 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.

What should I do if someone asks for a receipt?

Employees who give a one-time contribution of \$250 or more will receive a letter from the Campaign Manager's office. If someone would like a receipt and has given less than \$250, tell them their canceled check is their receipt. Additionally, the bottom portion of the pledge card should be kept by the donor for their records.

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.

Glossary of Terms

Glossary of Terms

Charitable Organization: A non-partisan organization that is tax-exempt for both the IRS and New Jersey tax purposes.

Employee Coordinator: Recruited by the Campaign Manager's Office to organize a campaign that will educate co-workers about a wide variety of charitable needs that can be met with their help through the ECC.

Federation: A group of voluntary charitable member agencies organized for purposes of supplying common fund-raising, administrative and management services to its constituent members.

Solicitor or Canvasser: Recruited by the Employee Coordinator to assist in the implementation of the State or Local agency campaign.

Campaign Manager's Office: United Way of Greater Mercer County manages the campaign on behalf of all the participating federations and unaffiliated agencies.

State Chair/Vice Chair: Appointed by the Governor (Honorary Chair) to serve a one-year term of leadership with responsibility to generate the maximum amount of dollars and recruit the maximum number of volunteers.

Employees Charitable Campaign (ECC): The official name of the annual New Jersey state employees' charitable fund-raising effort.



SAMPLE LETTER

YOU CAN USE THIS SAMPLE LETTER TO GIVE TO KEY VOLUNTEERS YOU ASSIGN TO ASSIST YOU IN RUNNING THE CAMPAIGN FOR YOUR STATE/MUNICIPAL AGENCY.

Thank you for agreeing to coordinate the Employees Charitable Campaign in your area.

Your packet of information includes:

- A letter for all employees
- Employees Charitable Campaign Code Books
 - In an effort to keep costs down as well as being environmentally aware, code books will be distributed in the ratio of 1 book for 3 employees. Sharing books & accessing information at www.njsecc.org is encouraged.
 - If an employee wants to designate to a specific organization or agency via payroll deduction or cash or check, **the minimum contribution is \$52 per designated organization or agency. You may not split the \$52 between two agencies.**
- ECC poster to display in a prominent, well traveled, employee area
- ECC Pledge cards
- ECC Report Envelopes to collect the pledge cards, checks and cash

Please collect from all participants by (set assigned date)

We will arrange to pick up your returns by (set assigned date)

Payroll deductions will begin the first pay period of 2010

IF AN EMPLOYEE IS ALREADY A CONTRIBUTOR, THEY MUST COMPLETE A NEW PLEDGE CARD.

This is a lot of work and we appreciate you taking the time to help (name of State/Local Agency) employees give back to the community. It is never an easy task – asking people for a donation. At the end of the day however, lives will be enhanced because of the generosity of the contributors and the time you took to make this campaign successful.

Please contact me if you have any questions:

Your Name

Your Telephone #

Your Email Address

Sample Letter

SAMPLE LETTER

FROM EMPLOYEE COORDINATOR TO ALL EMPLOYEES

The annual Employees Charitable Campaign (ECC) fund drive has begun. Participation is voluntary. (Name of State/Local Agency) employees have a distinguished record of participating in this campaign and we would like to build on that record this year.

(Give some campaign history information about your State/Local Agency)

There are two ways to contribute:

◆ **Payroll Deduction** – The amount you choose to contribute will be deducted from your paycheck. You may choose to designate your contribution or you may choose to make an undesignated donation that will be managed and distributed by our “Partners in Giving.”

◆ If you choose to designate an agency or organization, you will find the appropriate information and code numbers in the Employees Charitable Campaign Code Book

◆ For designations via payroll deduction, the contribution **must be a minimum of \$52 per designated organization or agency. (\$2.00 per pay or appropriate amount based on the number of payroll periods).**

◆ **One Time Cash or Check Contribution** – When contributing via cash or check make check payable to Employees Charitable Campaign (ECC). If you choose to designate your contribution to a specific organization/agency, the donation **must be a minimum of \$52 per designated organization or agency. Any amount less than \$52 to an organization or agency will be considered undesignated.**

YOU MAY NOT SPLIT THE \$52 BETWEEN TWO AGENCIES.

Even if you are already a contributor, you must complete a new pledge card.

When you have completed your pledge card, return your pledge card to (whoever will be collecting cards) by (date you choose to end your campaign). Payroll deductions will begin the first pay period of 2009.

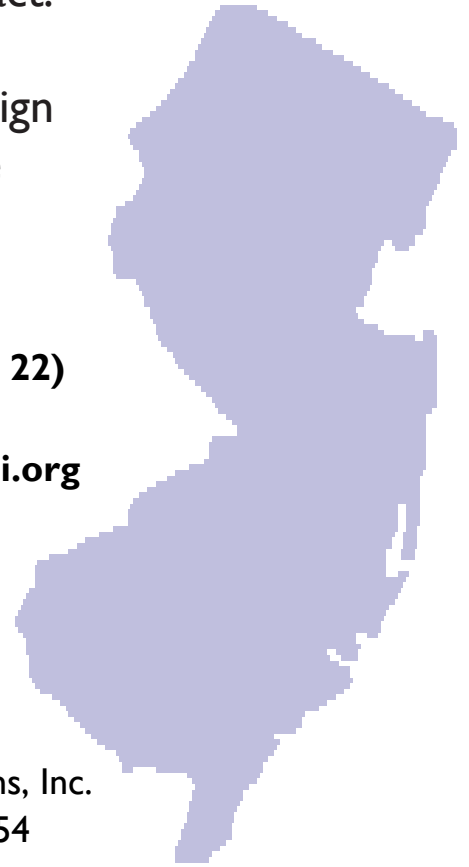
Your contribution will be distributed to health and human service agencies. Thank you for your continued commitment to helping those in need and improving the lives of your fellow citizens.

If you have any questions or concerns please contact:

Employees Charitable Campaign
Campaign Managers Office

Ron Chambless
Campaign Manager
Phone: **410.580.1591 (ext 22)**
Fax: **410.580.9324**
Email: **rchambless@npssi.org**

Employees Charitable Campaign
c/o NonProfit Services & Solutions, Inc.
1777 Reisterstown Road, Suite 354
Baltimore, MD 21208



Visit our website at www.njsecc.org.

Campaign materials and codebook available online.

Thank you
and
Good Luck!