



# Webinar:

What Would Happen if There Was MORE Employee Giving?

**Presented by America's Charities**

# Employee giving is a vital mechanism for social impact.

[Find a Charity](#)[Cause Funds](#)[Solutions](#)[Resources](#)[News & Blog](#)[About](#)

## *Saving the World One Paycheck at a Time*



### About This Campaign:

Workplace giving is a highly valued tradition offering benefits to employers, employees, nonprofits, and the people they help.

**But what would happen if employee giving programs didn't exist? On the flipside, what would the world be like with *MORE* employee giving?**

While new fundraising methods have emerged over the past decade,

[www.charities.org/ChangeStartsAtWork](http://www.charities.org/ChangeStartsAtWork)



### Saving the World One Paycheck at a Time

[Webinar Series](#)[Campaign Resources & Promotion](#)[Join the Workplace Giving Movement](#)

### Webinars:

Join us for our next "Saving the World One Paycheck at a Time" webinar on February 20th, featuring Junelle Kroontje, Employee Giving Program Manager, King County Employee Giving Program. Register below:



# Employee Giving - Our Core Questions

1. What would happen if it **didn't exist**?
2. What **real-world difference** does it make?
3. Why **payroll deduction**?
4. What **changes** have there been and how is it **evolving**?
5. How do we **communicate the impact**?
6. How does it help all stakeholders – employers, nonprofits, and individual donors – achieve **greater social impact**?

# Our Guest Speaker



**Susan O'Brien**  
*Campaign Manager*  
*New Jersey Employees Charitable*  
*Campaign (NJECC)*

# America's Charities Team



**Robyn Neal**

*Vice President, Client Engagement  
America's Charities*



**Emily Gross**

*Director, Client Engagement  
America's Charities*

# A world with more employee giving

**THE HEART OF NEW JERSEY GROWS STRONGER WITH YOU.**



**New Jersey Employees Charitable Campaign**

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Learn More >>

THANKS TO YOU!  
Learn More >>

NJECC BROCHURE  
View Now >>

**THE HEART OF NEW JERSEY GROWS STRONGER WITH YOU.**

**NEWS**  
2018/19 NJECC  
>> LEARN MORE

**PLEDGE NOW**  
Now Accepting Applications for 2019 NJECC!  
Now through March 4, 2019  
we will accept applications from individuals and affiliated Agencies to participate in the 2019 NJECC.  
>> LEARN HOW

**How Your Donation Makes an Impact**

\$52 (\$2/mo)	Supports the NJECC's efforts to provide food and clothing to those in need.	Supports the NJECC's efforts to provide food and clothing to those in need.
\$130 (\$5/mo)	Supports the NJECC's efforts to provide food and clothing to those in need.	Supports the NJECC's efforts to provide food and clothing to those in need.
\$260 (\$10/mo)	Supports the NJECC's efforts to provide food and clothing to those in need.	Supports the NJECC's efforts to provide food and clothing to those in need.

>> SEE EXAMPLES HERE

**New Jersey Employees Charitable Campaign**

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**Volunteer Tool Kit**

- [Agency Fair Form](#)
- [Ways to Increase Participation](#)
- [Top Reasons to Give](#)
- [Q & A](#)
- [Online Giving Platform](#)
- [Online Giving Login Instructions](#)
- [2018 Paper Pledge Form](#)
- [2018 Paper Pledge Form \(fillable format\)](#)
- [Awards](#)
- [ECC Handout](#)
- [Coordinators Guide](#)
- [Report Form](#)
- [2018 Thanks to You](#)
- [Posters](#)

**NJECC Overview: The What, Why, How, and Benefits**

**"I Gave" Card**



















**Campaign Flyer**



## Example Campaign Promotion Materials

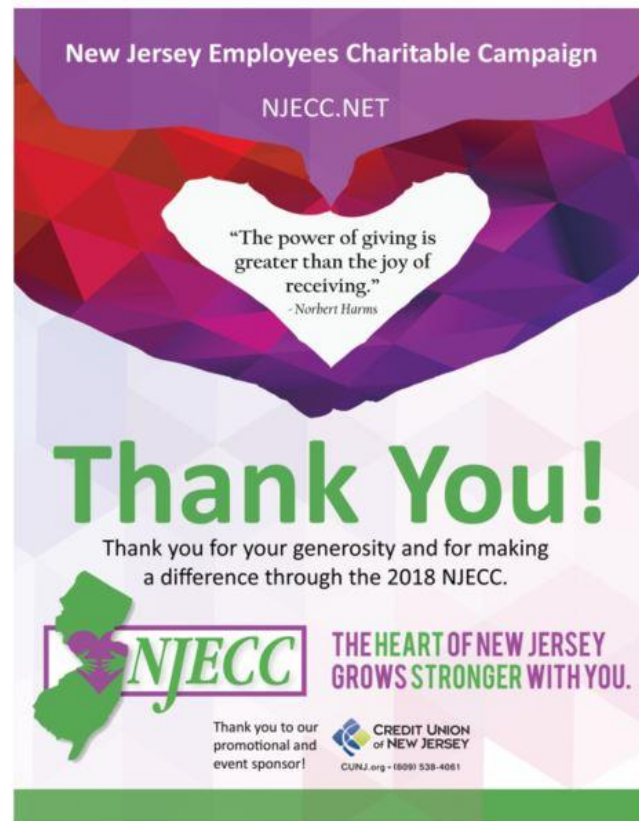
### Examples of what your gift can buy

#### New Jersey Employees Charitable Campaign

<b>\$52</b> (\$2/pay)		Supplies twenty weeks of lunches for a homeless person		Supplies 3 flu shots for an uninsured senior citizen		Provides home energy conservation materials for 3 low income families.
<b>\$130</b> (\$5/pay)		Supports a Wildlife Rescue Team		Provides two patients complete medical exams		Provides 3 weeks worth of baby food for one child
<b>\$260</b> (\$10/pay)		Buys pneumonia vaccinations for ten senior citizens		Provides a person displaced by a natural disaster with a year's worth of clean drinking water		Buys a week of groceries for three 4-person families
<b>\$520</b> (\$20/pay)		Protects one quarter of an acre of rainforest		Ensures that a victim of domestic violence has a safe place to stay for 4 nights.		Ensures six months of health education and awareness for the refugee community
<b>\$650</b> (\$25/pay)		Provides life skills and literacy training for 6 individuals		Enables a diabetic kidney patient to purchase a 2-3 month supply of syringes		Provides for one deep well, which provides more than 1,000 people with clean and potable water
<b>\$1300</b> (\$50/pay)		Provides psychological evaluation services for 24 special-needs children		Provides childcare for low-income parents, assuring they are able to work		Provides one week feeding and care for approximately 800 disaster victims

*Thank you!*

NJECC.NET






## Example Campaign Promotion Materials


New Jersey Employees Charitable Campaign

United We  
**GIVE**  
Together We Care

 **NJECC** THE HEART OF NEW JERSEY  
GROWS STRONGER WITH YOU.

Sept - Dec 2018 | NJECC.NET

"The power of giving is  
greater than the joy of  
receiving."  
- Norbert Harms

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of NEW JERSEY  
CUNJ.org • (609) 538-4061

Thank you to our promotional and event sponsor!

 **NJECC** THE HEART OF NEW JERSEY  
GROWS STRONGER WITH YOU.  
www.NJECC.net

Our Goal:  
\$ \_\_\_\_\_

100%  
90%  
80%  
70%  
60%  
50%  
40%  
30%  
20%  
10%

New Jersey Employees  
Charitable Campaign

**GIVE**

Sept - Dec 2018!

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and event sponsor!

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New Jersey Employees Charitable Campaign

Black Friday. Cyber Monday.


#GIVINGTUESDAY™  
November 27, 2018

On Tuesday, November 27, the New Jersey Employees Charitable Campaign will participate in our 4th Annual #GivingTuesday, a Global day of giving back. Join people around the world and support a cause close to your heart with a meaningful donation to support the charities participating in the New Jersey Employees Charitable Campaign.

What can  
your  
gift do?

<b>\$52</b> (\$12/yr period) Supplies hourly workers of lunches for a homeless person	<b>\$130</b> (\$5/yr period) Provides two patients complete medical exams	<b>\$260</b> (\$30/yr period) Provides a person displaced by a natural disaster with a year's worth of clean drinking water
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Donate Now!  
[www.charities.org/NJECC](http://www.charities.org/NJECC)

 **NJECC** THE HEART OF NEW JERSEY  
GROWS STRONGER WITH YOU.

## Example Campaign Promotion Materials

The Employees Charitable Campaign is an easy way to express your caring!



### WHAT IS THE NJECC?

In 1985, the NJ State Legislature enacted a Law providing NJ State and Local Municipal employees the opportunity to contribute to a multitude of charities through payroll deduction. The NJECC is the only fundraising campaign authorized to solicit charitable contributions in the state/local municipal employee workplace.

### WHEN CAN I PARTICIPATE IN THE CAMPAIGN?

The open campaign solicitation period is September – December every year.

### WHY SHOULD I GIVE?

The NJECC is a direct way to help those in need sustain local, national, and international health, educational, environmental and social service organizations, and make a meaningful contribution to your community. Giving through the NJECC is cost efficient, 90% of every dollar contributed goes directly to programs and services. Only 10% of the total amount raised is used for administrative costs.

### WHERE DOES MY CONTRIBUTION GO?

That is up to you. You can designate your gift to any of the charities listed in the NJECC brochure. Charities participating in the campaign must be registered with the Office of Charities Registration for the State of New Jersey and apply to participate in the NJECC each year.

### WHAT IS THE EASIEST WAY TO GIVE?

Payroll deduction is the easiest and most efficient way to give to the NJECC and allows you to make a meaningful gift one paycheck at a time. It is an easier method of giving rather than a larger one-time gift.

www.NJECC.net

New Jersey Employees Charitable Campaign

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United We  
**GIVE**  
Together We Care



THE HEART OF NEW JERSEY  
GROWS STRONGER WITH YOU.

"The power of giving is  
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Nobert Harnes

Sept - Dec | NJECC.NET

Thank you to our  
promotional and  
event sponsor!





# Example Campaign Email Promotions

2018/2019 ANNUAL CAMPAIGN

**NJECC** THE HEART OF NEW JERSEY GROWS STRONGER WITH YOU.

## KICKOFF

2018

Thursday, September 13, 2018 | 9:00 a.m.

Location: New Jersey State Museum  
205 West State Street (next to the State House), Trenton, NJ

Please join Campaign Chair, Jared Maples, Director of the New Jersey Office of Homeland Security and Preparedness, as we officially begin the 2018/2019 Employees Charitable Campaign.

Meet representatives of the Charitable Organizations and Campaign Steering Committee.

United We **GIVE** Together We Care

Visitor Parking will be available in the State House Parking Garage Level 1. You will need to use the elevator to go up to Level 3 (Planetarium/Archives). Please follow the breezeway into the Museum Planetarium entrance straight ahead. Once you enter the Planetarium, the Security Guard at the Reception Desk will direct you to the Museum Riverside Court where the kick-off will be held. Directions to the State House Parking Garage are attached. Please note you will need to present valid photo ID to park in the State House Garage.

NEW JERSEY EMPLOYEES CHARITABLE CAMPAIGN KICKOFF

2018/2019 ANNUAL CAMPAIGN

**NJECC** THE HEART OF NEW JERSEY GROWS STRONGER WITH YOU.  
www.charities.org/NJECC

## IT'S SCARY

### HOW MUCH GOOD WE CAN DO TOGETHER!

Thanks to the generosity of state employees like you, more than \$48 million has been donated to local, national, and global charities through the New Jersey Employees Charitable Campaign (NJECC).

**Give Now. Click Here to Get Started!**

2018/2019 ANNUAL CAMPAIGN

**NJECC** THE HEART OF NEW JERSEY GROWS STRONGER WITH YOU.  
DONATE: WWW.CHARITIES.ORG/NJECC

## GIVE THANKS WITH A GRATEFUL HEART

2018/2019 New Jersey Employees Charitable Campaign | Now - December

United We **GIVE** Together We Care

**NJECC** THE HEART OF NEW JERSEY GROWS STRONGER WITH YOU.  
www.charities.org/NJECC

No one is useless in this world who lightens the burdens of another.  
— Charles Dickens

**Click Here to Make Your Pledge!**

2018/2019 ANNUAL CAMPAIGN

**NJECC** THE HEART OF NEW JERSEY GROWS STRONGER WITH YOU.  
DONATE: WWW.CHARITIES.ORG/NJECC

There is always something to be thankful for, and I'm thankful for your continued service to our state and for strengthening New Jersey through your contributions to the NJECC. The charities participating in the NJECC impact our communities and families, and I cannot think of a better way to invest in our future than to provide support to those that need it the most.

**Happy Thanksgiving!**

Sincerely,  
New Jersey Employees Charitable Campaign Team

WE LOVE YOUR GOODNESS!

UNITED WE **GIVE** TOGETHER WE CARE.  
**CLICK HERE TO DONATE NOW!**

It takes a caring kind of person to make a difference in the world. To choose to help others. To fight for good. Thank you for being one of them!

Thanks to the generosity of state employees like you, more than \$48 million has been donated to local, national, and global charities through the New Jersey Employees Charitable Campaign (NJECC). That's the Power of Giving!

The 2018 charitable campaign is running through the end of December. Please you will consider participating again this year.

Thank you for your continued service to our state and for strengthening New Jersey through your contributions to the NJECC. The charities participating in the NJECC impact our communities and families, and I cannot think of a better way to invest in our future than to provide support to those that need it the most.

2018/2019 ANNUAL CAMPAIGN  
**NJECC** THE HEART OF NEW JERSEY GROWS STRONGER WITH YOU.  
WWW.CHARITIES.ORG/NJECC

New Jersey Employees Charitable Campaign

**NJECC** THE HEART OF NEW JERSEY GROWS STRONGER WITH YOU.

## You're Running Out of Time to Participate!

**Click Here to Donate Now:**  
[www.charities.org/NJECC](http://www.charities.org/NJECC)

New Jersey Employees Charitable Campaign  
Sept - Dec 2018

**NJECC** THE HEART OF NEW JERSEY GROWS STRONGER WITH YOU.

Your greatness is not what you have, but what you give.

**Donate Now: [www.charities.org/NJECC](http://www.charities.org/NJECC)**

## Can your pledge really make a difference?

New Jersey Employees Charitable Campaign

**YES, it can! For example, here's what a pledge as little as \$2 per pay period can accomplish:**

- Supplies twenty weeks of lunches for a homeless person
- Supplies 3 the shirts for an uninsured senior citizen
- Provides home energy conservation materials for 3 low income families

**Every donation matters. Support your favorite charities!**

[www.charities.org/NJECC](http://www.charities.org/NJECC) **NJECC**



**Q&A**



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# THANK YOU

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**Keep the dialogue going and learn more:**  
[www.charities.org/ChangeStartsAtWork](http://www.charities.org/ChangeStartsAtWork)

#ChangeStartsAtWork  
[clientsolutions@charities.org](mailto:clientsolutions@charities.org)