



Best Practices for Employee Campaign Managers GCPECC Campaign 2021





Donna Murphy
Campaign Director
donnamurphy@uwgcnj.org

Hi, I'm Donna Murphy, and I am proud to once again be the Campaign Director for the Gloucester County Public Employees Charitable Campaign (GCPECC).

The GCPECC is underway once more raising funds for charitable organizations – local, national, and international.

“Life is a gift, and it offers us the privilege, opportunity, and responsibility to give something back by becoming more.”

- Anthony Robbins

Thank you for all that you do!





I am honored to work with Commissioner Dan Christy, who serves as the Chair for the Gloucester County Public Employees Charitable Campaign (GCPECC).

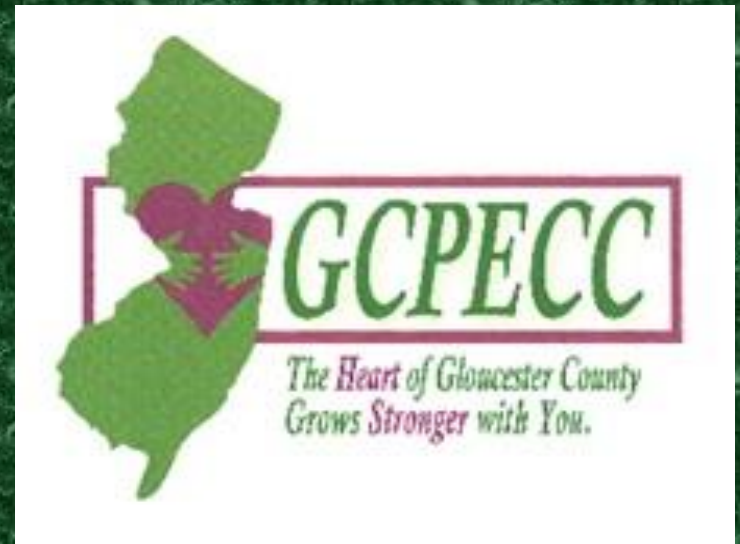
For Campaign 2020, which was difficult amidst the pandemic to say the least, the GCPECC still raised nearly \$87,000 for the numerous service charities and volunteer groups that help our communities grow stronger and more resilient. We hope that this year, giving levels will return to normal so that many more charities will benefit from your generosity.

**Your support is more vital than ever before!
Let's join together to build better lives in Gloucester County!**

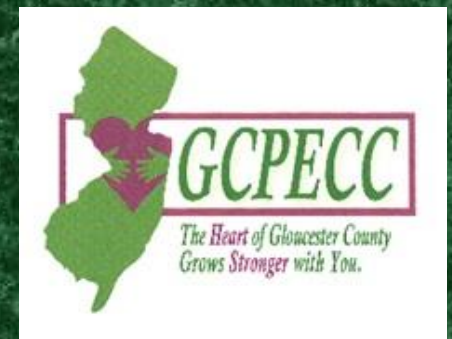


What is the GCPECC?

- In 1985, the NJ State Legislature enacted a law providing NJ State and Local Public Employees the opportunity to contribute to a multitude of charities through the convenience of payroll deductions.
- The GCPECC is the only fundraising campaign authorized to solicit charitable contributions in the local public employee workplace.
- The GCPECC is comprised of charitable organizations that apply to participate.
- The GCPECC is **NOT** a United Way Campaign – United Way has been elected to manage the GCPECC campaign.
- No state or local money is used to run the campaign.
- Employees can give through their workplace giving campaign each year between September and December.



- There are 7 Federations and various other local charities.
- There are **530** charities this year!
- There are 3 types of public employees that participate – County, Municipal, and Public Education.
- Administrative costs for the campaign are 10%.
- Contributions can only be designated to the organizations participating in the GCPECC as listed in the brochure.
- Donors must contribute at least \$52 for each agency they wish to designate.
- Acknowledgement of the gift is sent to the contributor directly from the organization to which the contribution is made.



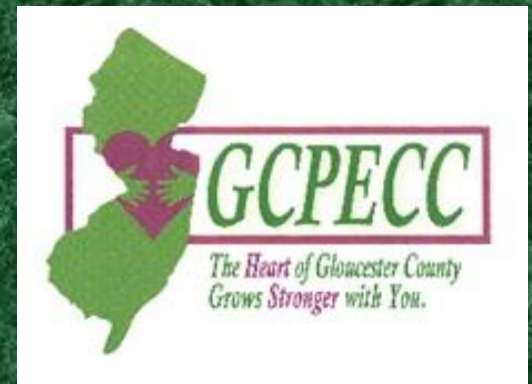
Why have a workplace campaign?

- Although many of us would like to help others, giving a substantial amount all at once is not always feasible.
- Spreading your donation out over 20, 22, 24, or 26 pay periods (depending on your pay frequency) allows you to make a larger gift without ruining your budget. For example, \$5.00 per pay x 26 pay periods equals a \$130.00 annual gift...a little at a time adds up to so much!
- **The minimum donation for each designated gift is \$52.00.**
- Each charity that participates in the campaign undergoes a rigorous screening process.
- Only charities that meet the requirements specified by the campaign regulations are approved to participate.



Why give? Where do my contributions go?

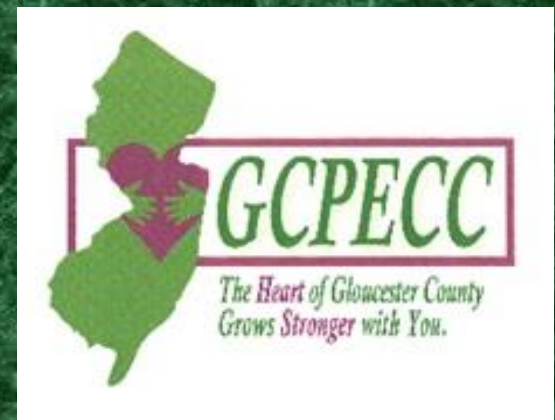
- Many of you may personally know someone who has been affected by the aftereffects of the pandemic – health issues, mental health issues, unemployment, utility problems, rental assistance
- Public employees have a proven record of providing support ...many of you are in the front lines of those most in need
- YOU have the opportunity to be part of the solution
- YOU can create change – choose a cause close to your heart
- YOU can rescue an animal, enrich a child's life, help end suffering, assist a veteran, prevent an illness, keep someone warm, support a wildlife habitat, or provide someone with shelter
- **YOU can designate your gift to any of the participating charities found in the GCPECC brochure**



What are the benefits of participation?

When you contribute through the GCPECC campaign, you can be confident that:

- Your tax deductible gift goes SPECIFICALLY to the charity you designate – in other words, it goes to the charity you choose to receive your gift and nowhere else
- Donating via payroll deduction minimizes administrative costs to charities while maximizing your contribution (10% administrative cost)
- You can manage your own philanthropy – you know when deductions start and that you can end them at any time
- You can designate to as many charities participating in the GCPECC campaign as you wish, bearing in mind that each designation must be at least \$52
- Giving is cost-effective and effortless!



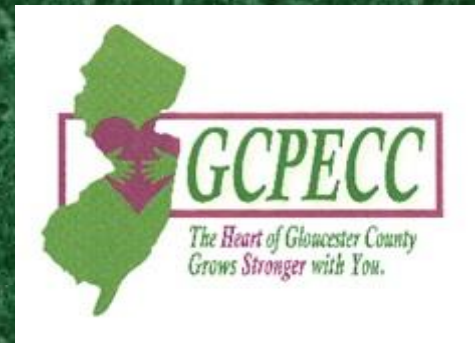
GOALS FOR 2021

- ✓ **MAKE THE “ASK”** – it is typical for people to avoid making a commitment unless they are specifically ASKED and are given enough information to make their decision – the #1 reason people do not give is because they were not asked
- ✓ **INCREASE PARTICIPATION** – determine ways to reach out to all employees
- ✓ **INCREASE THE CAMPAIGN’S AWARENESS** – share information about all the different charities participating
- ✓ **INCREASE VISIBILITY** – consider email blasts and posters advertising the campaign



The Employee Campaign Manager (ECM) is Responsible for:

- Organizing/Planning the campaign
- Coordination of the campaign
- Management of GCPECC activities
- Liaison to the County Representative / United Way Representative



Important First Steps

- Review last year's campaign – what worked and what you would do differently
- Establish support from top management
- Don't do it alone! Recruit a team eager to help
- Plan for a “campaign window” ...how long will your campaign last?
- Develop a fun and exciting plan that includes a campaign kickoff, incentives or other activities, keeping in mind any safety protocols



A Checklist for a Great Campaign



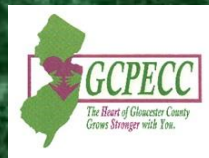
ECM Checklist

1. Teamwork! Ask your coworkers to assist you...this will be your “committee”!
2. Ask senior management if they would publicly support the campaign via email blasts, or thanking those who pledged via email or text.
3. Review the prior year’s campaign performance & calculate a winning strategy.
4. Be the “face” of the GCPECC...hand deliver brochures to your coworkers, put up posters around your workplace announcing the campaign, get creative!
5. Run the campaign:
 - ✓ Personalize pledge forms with employee names, if possible
 - ✓ Schedule dates for the campaign to begin and end
 - ✓ Ask the GCPECC Campaign Director to schedule a guest speaker for your kickoff date
 - ✓ Make sure all employees have received GCPECC brochures and pledge forms
6. Report campaign results to the County Representative or to Donna Murphy (see “Wrapping Up the Campaign”)
7. Report final results in county-wide/district-wide/municipality-wide announcement and thank all who pledged via email, text, county-/district-/municipality-wide newsletter, and/or departmental meeting.
8. **Don’t forget to say THANK YOU to all donors, committee members, and helpers!**



During the Campaign

- Emphasize payroll deduction as the preferred method of giving...it's the most cost-effective and easiest way to pledge.
- “Asks” are more effective if done in person rather than sending an “ask” in an email or leaving a pile of pledge forms in a common area...these are typically ignored. Instead, speak about the campaign at staff meetings either live or virtual, and hand pledge forms to your coworkers personally.
- Promote and educate! Many people do not realize that pledging just \$3.00 per week (the price of a cup of coffee and a donut) becomes \$156.00 given per year! Make sure all your coworkers know this.
- Create awareness of the campaign using poster, fliers, and email blasts.
- Share your campaign results, events, and photos throughout your workplace.
- Track and report results.



Wrapping up the Campaign

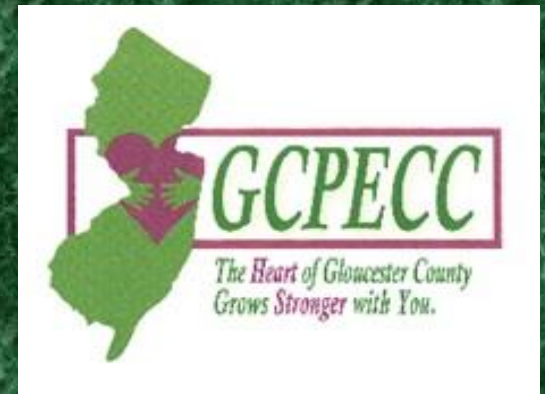
- Make a final request via email for all employees to fill out their pledge forms
- Ensure the pledge forms are filled out completely, signed, and that the math is accurate...say THANK YOU to all those who pledge!
- Collect pledge forms and any cash or checks (most pledges will be payroll deduction), total all the proceeds, collect Thanks for Giving tickets, put everything in an Employee Campaign Envelope, and give to your Loaned Executive or to the GCPECC Campaign Director, Donna Murphy.
- Develop a formal thank you plan for all volunteers and donors...an email blast along with an invitation to donuts in the breakroom is one idea



SAY “THANK YOU”!

*The most important
“Best Practice” of all....*

- ✓ Send a personal thank you to your campaign team and organization.
- ✓ Have your department head/principal/mayor send an organization-wide thank you.
- ✓ Generosity should be rewarded with sincere gratitude



Some Ideas for Thanking Donors, Committee Members, and All Those Who Helped With the Campaign

- Place Thank-You posters throughout facility.
- Publish a special Thank-You edition of Employee Newsletter.
- Send Thank-You emails or text messages.
- Always publicize winners of raffles, prizes, competitions, etc.



**Brochure
Coming
Soon!**

2021 GCPECC Brochure



2021 Gloucester County Public Employees Charitable Campaign Roster of Charities

2021 Gloucester County Public Employees Charitable Campaign Roster of Participating Charities

Charities with State Letter ~ 25

America's Best Charities
America's Charities
Animal Sanctuary Society, Inc.
Animal Welfare Association
Autism New Jersey
Boys and Girls Clubs of Gloucester County, Inc.
Cancer Support Community Central New Jersey
The Children's Hospital of Philadelphia (CHOP)
CHC: Creating Healthier Communities
EarthShare New Jersey
Global Impact
Histiocytosis Association Inc.
House of Charity
Kingsway Learning Center
Lawrence Township Education Foundation
Mainstage Center for the Arts
Martin Luther King Youth Center, Inc.
New Jersey Center for Tourette Syndrome and Associated Disorders Inc.
Rowan University Foundation
Story Storks
Sunshine Foundation
The Alicia Rose "Victorious" Foundation
United Negro College Fund, Inc.
United Way of Gloucester County
United Way of Greater Philadelphia and Southern New Jersey

Returning Charities without State Letter~ 3

Gloucester County Hero Scholarship Fund, Inc.
The Oasis Animal Sanctuary Inc.
Rowan College Foundation at Gloucester County

NOT PARTICIPATING ~ 4

Eden Autism Services Foundation
Gloucester County Special Services Education Foundation, Inc.
New Jersey SHARES
Young Life Gloucester County



2021 United Way of Gloucester County Brochure

What We've Learned 2021 Annual Campaign



The pandemic was a struggle for everyone. We all shared experiences with *anxiety, depression, isolation, and limited access* to purchasing basic necessities such as cleaning supplies and toiletries.

What We Learned during this pandemic is that we all need to take mental health seriously, a strong community is essential, and we need to help those who can't help themselves. The United Way of Gloucester County has been carrying that mantle for almost 70 years.

Since 1957, the **United Way of Gloucester County** has been working with a number of Community Partners to combat those same challenges with a focus on **education, health, and financial stability**.

- Thanks to your support United Way was able to support **50+ local nonprofit organizations**.
- Through our initiatives and these funded programs & services we were able to assist over **85,000 individuals and families**.
- Last year we provided **30,000+ meals** to feed our neighbors in need.



www.uwgcnj.org
www.facebook.com/uwgcnj
<https://www.linkedin.com/company/uwgcnj>
<https://www.instagram.com/unitedwaygcnj>
<https://twitter.com/uwgcnj>

454 Crown Point Road • Thorofare, NJ 08086
(856) 845-4303



What We've Learned 2021 Annual Campaign



Approximately 1 in 3 Gloucester County residents are helped by one or more programs and initiatives supported by the **United Way of Gloucester County**. Our administrative costs are only 12.7%, far below the 30% nationally recommended guidelines.

Our Partner Agencies:

Abilities Solutions
Acenda Integrated Health
American Red Cross
The Arc Gloucester
Big Brothers Big Sisters Independence Region
Boy Scouts of America Garden State Council
Center for Family Services, Inc.
Center for People in Transition
FamCare, Inc.
Food Bank of South Jersey, Inc.
Girl Scouts of Central and Southern NJ, Inc.
Glassboro Child Development Centers
HollyDELL, Inc.
Literacy New Jersey, Gloucester County
Maryville, Inc.
Repauno PreSchool Day Care Center, Inc.
Samaritan Healthcare & Hospice
Senior Corps
Volunteer Center of South Jersey
Volunteers of America Delaware Valley
Woodbury Child Development Center, Inc.
YMCA of Gloucester County
Plus many other local nonprofits!

Please support
the **United Way of
Gloucester County**
by making
a donation to our
2021 Campaign!



www.uwgcnj.org
454 Crown Point Road • Thorofare, NJ 08086
(856) 845-4303



Thanks for Giving Raffle Form



Thanks for Giving
many chances to win

Travel Voucher
(take the trip of your dreams)

And other
prizes



Thanks for Giving Entry Form: Complete this entry form and return it to Thanks for Giving, c/o United Way of Gloucester County, 454 Crown Point Rd., Thorofare, NJ 08086. Must be received by December 1st. **DO NOT SEPARATE FORM.**

Please complete Level of Support & Personal Information Sections

Level of Support (check one)

- ☐ Founders/Mega Givers
- ☐ Leadership Plus/Super Giver
- ☐ Leadership/County Leader
- ☐ Fair Share/County Contributor

Personal Information

Name: _____

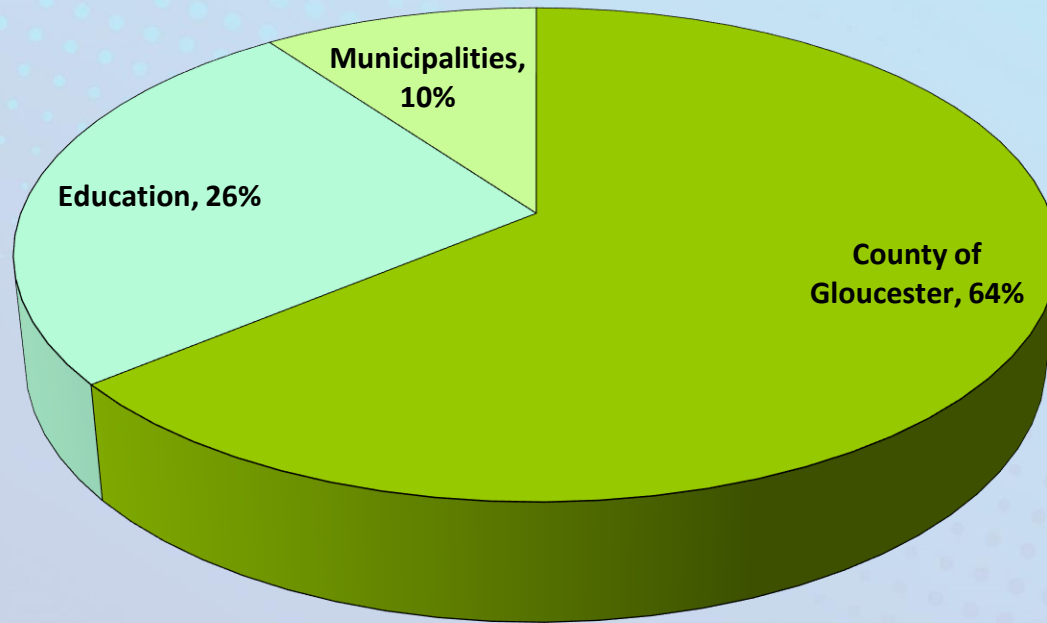
Organization: _____

Home Address: _____

Day Phone: _____ Evening: _____

Official Thanks for Giving Rules and Regulations - No donation required. Prize winners will be picked from all eligible entries at the December UWGC Board of Director's meeting. Odds of winning will be determined by the number of entries received. Winner need not be present to win. Must be at least 18 years of age to participate. Prizes will be awarded to an individual only, organizations do not qualify. United Way reserves the right to validate pledge of winner, if applicable. Employees of United Way and their immediate families are not eligible to participate. If you have not contributed and wish to enter, or if you have contributed and wish additional chances, for each entry, hand print on a 3x5 card "Thanks for Giving Entry Form Request" and send it with a self-addressed stamped envelope to United Way 454 Crown Point Road, Thorofare, NJ 08086. Each such request must be received not later than December 1st and each request must be mailed in a separate envelope. Only one entry form will be issued per request. No mechanical reproductions of the 3x5 card or the entry form are permitted. United Way is not responsible for lost or late entries or mail. No substitute will be made for the prize, and the prize is not redeemable for cash. Winners are solely responsible for any and all applicable state and local taxes and charges due. Winners agree to participate in any promotional/publicity activities held in conjunction with this promotion to include name and photograph in all media, including but not limited to radio, television and print.

Gloucester County Public Employee 2020 Campaign



Amount Raised Through GCPECC By Division

County of Gloucester*	\$54,433
Education**	\$23,005
Municipalities	\$8,350
TOTAL	\$86,788

*includes Housing Authority

**includes G.C. Special Services, G.C. Institute of Technology, Rowan College of South Jersey

Five-Year Campaign History 2016-2020

Gloucester County Public Employees Charitable Campaign

GCPECC Area	2020 \$	2019 \$	2018 \$	2017 \$	2016 \$
County of Gloucester	55,433	73,753	83,134	87,468	90,400
Education	23,005	34,745	42,164	47,627	57,183
Municipalities	8,350	6,021	6,730	6,574	7,349
TOTALS	86,788	114,519	132,028	141,669	154,932



Campaign Envelope

CAMPAIGN 2021

EMPLOYEES CHARITABLE CAMPAIGN REPORT
FILL OUT COMPLETELY - PLEASE PRINT

For United Way Use Only
Account # _____

Organization Name _____ Total # Employees _____
Street Address/P.O. Box _____ Employee Campaign Manager _____
City _____ State _____ Zip _____ Phone _____ Date _____

Totals Below Should Agree with Envelope Contents (do not include previously reported data.)
PLEASE CHECK ONE: ☐ PARTIAL REPORT ☐ FINAL REPORT

A CONTRIBUTIONS	# OF DONORS	TOTAL CONTRIBUTION	AMOUNT ENCLOSED
1) Cash/Check		\$	\$
2) Employee Payroll Deductions (give yellow copies of pledge forms to your payroll dept.)			
3) Other Fundraising (enclose all proceeds)		\$	\$
TOTAL EMPLOYEE GIVING		\$	\$
ENVELOPE TOTAL		\$	

B Please Provide the Following Information:

Caring Contributors _____ # County Leaders _____ # Super Givers _____
of Mega Givers _____ \$ Contributed by Mega Givers \$ _____
(Donors giving \$1,000 or more)

For United Way Use Only
UW Loaned Executive Signature _____
Audited by _____ Date _____

Gloucester County Public Employees Charitable Campaign
454 Crown Point Road
Thorofare, NJ 08086
(856) 845-4303

Thank You!

Pledge Form

Campaign Administrator:
United Way of Gloucester County
454 Crown Point Road
Thorofare, NJ 08086
(856) 845-4303
www.uwgcnj.org
United Way

GLOUCESTER COUNTY
PUBLIC EMPLOYEE CHARITABLE CAMPAIGN
Campaign Pledge Form

1. First Name _____ M.I. _____ Last Name _____
(Street) (City) (State) (Zip)
Employer: _____ Email: _____
(All information is used for pledge processing purposes only.)

2. **YES, I WANT TO CONTRIBUTE TO THE G.C. PUBLIC EMPLOYEE CHARITABLE CAMPAIGN!**

☐ Payroll Deduction: \$ _____ Per Pay Period x _____ (# of Pay Periods) = \$ _____ Annual Payroll Gift
☐ Mega Giver (gifts of \$1,000 & above) ☐ Super Giver (1.5% of annual pay)
☐ County Leader (1.0% of annual pay) ☐ County Contributor (0.6% of annual pay)
☐ Direct Payment: I pledge a gift of \$ _____ to be paid by: ☐ Cash ☐ Personal check payable to GCPECC
Number of Pay Periods per Year: ☐ 52 ☐ 26 ☐ 24 Other: _____
TOTAL AMOUNT OF GIFT \$ _____ DATE: _____
SIGN TO AUTHORIZE _____

3. **DESIGNATE YOUR GIFT**
Select an organization(s) from the GCPECC Campaign Brochure. Fill in the agency name, and dollar amount. Each designation must be at least \$52. Thank you.
Agency _____ Annual Amount _____
☐ Check this box if you want an acknowledgement of your gift from the designated agency.

Weekly Giving Guide							
Annual Income	Super Giver (1.5%)	County Leader (1.0%)	County Contributor (0.6%)	Annual Income	Super Giver (1.5%)	County Leader (1.0%)	County Contributor (0.6%)
\$10,000	\$2.85	\$1.92	\$1.15	\$35,000	\$10.39	\$6.92	\$4.15
\$12,000	\$3.42	\$2.31	\$1.39	\$40,000	\$11.54	\$7.69	\$4.61
\$16,000	\$4.62	\$3.08	\$1.85	\$44,000	\$12.69	\$8.46	\$5.08
\$20,000	\$5.76	\$3.85	\$2.31	\$50,000	\$14.42	\$9.62	\$5.77
\$24,000	\$6.92	\$4.62	\$2.77	\$55,000	\$15.87	\$10.58	\$6.35
\$28,000	\$8.08	\$5.39	\$3.23	\$60,000	\$17.31	\$11.54	\$6.92
\$32,000	\$9.23	\$6.15	\$3.69	\$65,000	\$18.75	\$12.50	\$7.50

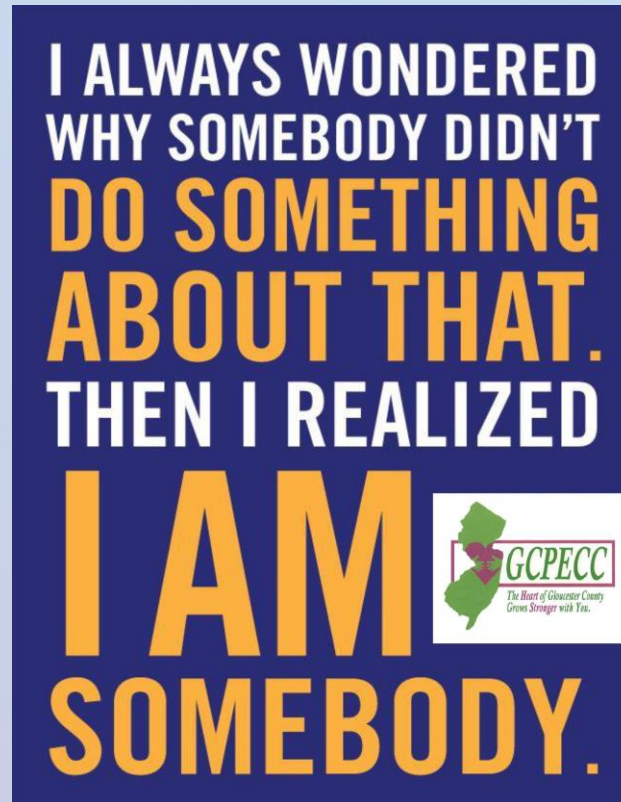
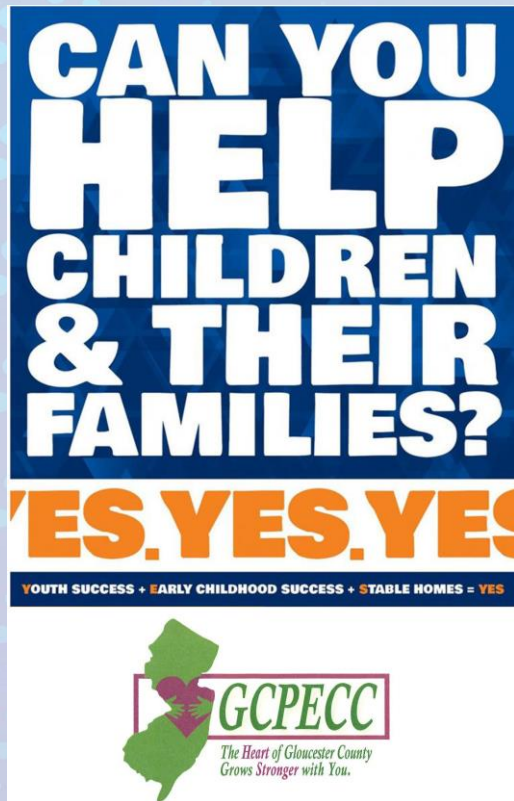
Thank You!
(White copy: United Way; Yellow copy: Payroll; Pink copy: Donor)
Contributions to the GCPECC are tax-deductible to the full extent of the law. Note for tax purposes that the GCPECC does not provide any goods or services, except of a nominal value in return for your contribution.

Thanks for Giving Incentive Program
Mega Giver gift (\$1,000 or over) = 5 chances
Super Giver gift (1.5% of annual pay) = 4 chances
County Leader gift (1.0% of annual pay) = 3 chances
County Contributor gift (0.6% of annual pay) = 2 chances
Win a travel voucher or valuable gift cards
Many chances to win

The GCPECC Pledge Form is in 3 parts: the **WHITE** page goes to UWGC, the **YELLOW** page goes to the donor's payroll department, and the **PINK** page goes to the donor for tax purposes.

Campaign Posters & Visual Aids

Many more items can be found at
<https://uwgcnj.org/campaign-toolkit/>



2021 Gloucester County Public Employees Charitable Campaign



\$50 will pay for identity documents necessary for accessing health care
 \$250 will pay for the repairs on a wheel chair
AIDS Fund (America's Charities)

\$260 purchase enough agarose, a powder used to make gel to isolate proteins, for several weeks in a biology lab. It could also purchase a vial of an antibody to detect tau in animal models of Alzheimer's.
 \$1040 will cover the cost of an experiment to measure Alzheimer's biomarkers (signs) in blood samples.
 \$1040 – \$2080 helps send a promising young researcher to an international science conference to share research results – a critical venue for analysis of discoveries. **Alzheimer's Disease Research (America's Charities)**

\$52 allows one person to participate in the March for Human Rights
Amnesty International (America's Charities)

\$52 can provide vaccinations for a dozen dogs or cats in our adoption center
 \$104 can transport two rescued animals to safety
 \$260 can provide a spay/neuter surgery for two shelter animals
ASPCA (America's Best Charities)

\$260 can help spay or neuter two animals
 \$520 can help provide vaccines for four litters of newborn puppies
Best Friends Animal Society (America's Charities)

\$208 will be granted to a student in the Breast Cancer Advocate Leadership Summit Scholarship program
Breast Cancer Coalition (America's Charities)

\$10 can support two days of clinical trial treatment for a child with cancer.
 \$25 can support one day of treatment on a clinical trial for a child with cancer.
Cancer Research for Children – CureSearch (America's Charities)

\$52 will support programs that help people get access to mental health screening that can help them better understand their mental health.
 \$260 helps pay for wheelchairs repairs or other medical equipment for someone living with muscular dystrophy.
 \$520 will help cover the cost of cleft lip surgery for two children.
Creating Healthier Communities

\$52 allows a staff member to provide services at a clinic ; they are able to counsel patients about their diabetes
 \$104 allows Institutes and Universities, who provide free eye screenings for retinopathy, to provide laser eye treatments to those diagnosed with retinopathy. The laser treatment will save the patient from losing their sight.
Diabetes Research & Wellness Foundation (America's Charities)

\$52 provides educational resources that help preserve New Jersey's air, water, land and wildlife.
 \$260 buys supplies needed for a volunteer project including state-wide cleanups, plantings, invasive species removal, community gardens, and more.
 \$520 launches community environmental education programs and experiences.
EarthShare New Jersey

\$10 covers the costs for one family to spend a night in a Fisher House. **Fisher House (America's Best Charities)**

\$520 provides 40 classic American, home-style cooked meals for veterans and/or active duty service members in Maryland, to remind them that we, as a nation, appreciate and will never forget the sacrifices they have made in service of our country. **Gary Sinise Foundation (America's Best Charities)**

\$52 gifts a family with a goat, creating a source of nutrition and extra income from the sale of milk and byproducts.
 \$260 installs a water pump to efficiently irrigate farmland, increasing crop yield and earnings.
 \$520 educates a mother on farming techniques, helping her feed her children and increase her income.
Heifer International (Global Impact)

\$52 publishes a short advocacy report that creates awareness and exposes key facts about human rights issues.
 \$260 covers the cost of satellite phone service for a field researcher investigating and exposing human rights abuses.
Human Rights Watch (Global Impact)

\$52 fills a child's backpack with school supplies, helping a new student feel ready to learn.
 \$520 builds two emergency classrooms, providing a safe space for children to learn, express themselves and bond with other children. **International Rescue Committee (Global Impact)**

\$52 might fund audio equipment to enhance literature experiences.
 \$260 might fund an exercise ball for a kinesthetic sensory learning experience.
 \$520 might fund a parent program focused on mental health.
Lawrence Township Education Foundation

\$52 provides fun, educational materials (like Twitcha) to school libraries and children centers throughout NJ.
 \$260 provides a family access to recreational fun, networking and learning opportunities every year in June.
 \$520 helps provide teens a spot at the NJCTS Tim Howard Leadership Academy.
NJ Center for Tourette Syndrome and Associated Disorders, Inc.

\$52 could assist St. Jude in buying one toy for the hospital play areas or recreational areas located in the lodging facilities, such as Tri Delta Place and St. Jude Target House.
 \$260 will help St. Jude provide a grocery gift card for a St. Jude family in town for long-term treatment.
 \$520 will support St. Jude in providing a child with treatment for acute lymphoblastic leukemia.
St. Jude's Research Hospital (Creating Healthier Communities)

\$52 feeds a family of four for a month.
 \$520 nourishes a child with school meals for an entire year.
World Food Program USA (Global Impact)

\$52 supplies simple water quality testing, including a pH regulator.
 \$260 trains a group of travelling hand pump mechanics to support community water points in India.
 \$520 enables a series of trainings on Menstrual Hygiene Management and Mothers' Groups held across numerous schools. **Water for People (Global Impact)**

\$52 supports safety interventions for exploited children through vocational training, education and counseling.
 \$260 furnishes those on the move or lacking a place to sleep with a portable relief bed.
 \$520 funds a small business loan for one woman, helping her make money to feed, clothe and educate her children.
World Vision (Global Impact)





THANK YOU!



Thank you for making real change possible for children and their families in the community.



- For giving!
- For your support and enthusiasm!
- For inspiring others!

