

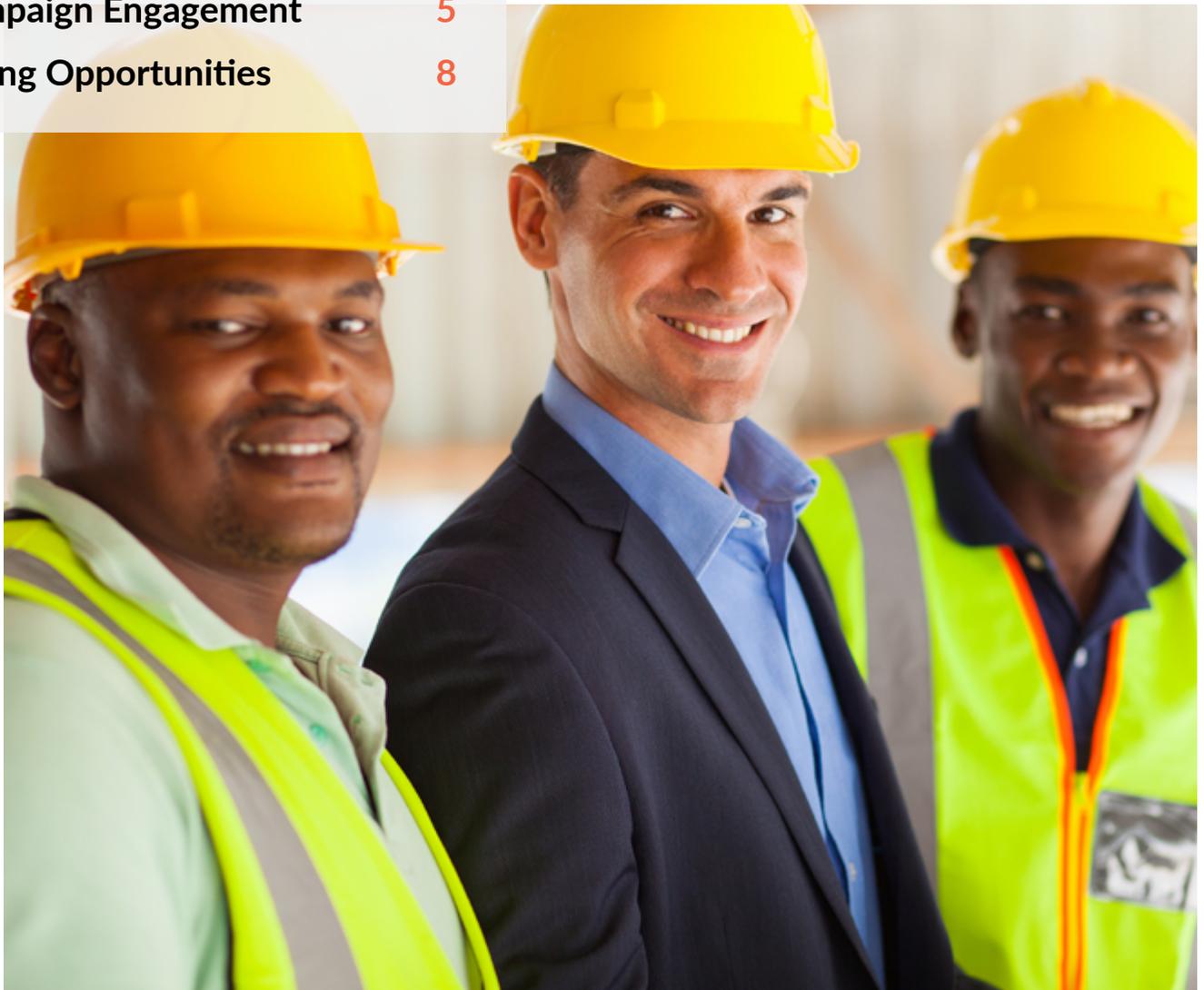


Engagement and Giving Campaign Case Study:



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About JEA

JEA is a publicly owned electric utility company based in Jacksonville, Florida.

JEA has 15 off-site locations throughout Jacksonville with a total of over 2,200 employees throughout the county. Campaign representatives at each location keep employees engaged and up-to-date on workplace giving, engagement opportunities, and campaign progress.

JEA annually runs a three-month campaign exclusively supporting Community Health Charities, its national nonprofit partners, and those who have market presence in Duval and surrounding counties.

The April–June 2018 campaign was themed “Many Hands Doing What We Can To Help.” Campaigns are multi-faceted, annually featuring 4 special events, corporate sponsorships, fundraisers, customized campaign communications, and an involved campaign team. The campaign is coordinated by JEA employees.

Campaign Results

The campaign has annually raised over \$50,000 since 2014, peaking at over \$73,000.

2014	\$73,104.91
2015	\$53,232.62
2016	\$50,372.62
2017	\$61,068.17

The Team

JEA's campaign team is comprised of employees who are passionate about giving back and have previously participated in JEA's employee giving and fundraising events. Working on the campaign committee is viewed as an opportunity for professional development as well as building relationships with local non-profit organizations.

The Core Committee is led by a Campaign Chair, Co-Chair, and Event Chairs. The Co-Chair serves for one year before acting as the Campaign Chair; this allows the campaign to run smoothly and improve every year despite changes in leadership.

The leadership team is extensive, with employees from every site involved as campaign core members, coordinators and volunteers who are all excited to give back to their community:



The entire campaign team meets on a monthly basis, sharing ideas their employees have submitted, discussing fundraisers at each site, planning special events, and coordinating department meeting rallies.

CHC Resources

[Campaign Coordinator Guide](#), [Building Your Campaign Team](#), [Department Coordinator Training Agenda](#), [Employee Champions](#), [Employee Resource Groups](#)

Campaign Engagement

Employee Communication

- **Include campaign updates and reminders in weekly internal communications.** JEA campaign representatives keep employees aware and engaged with the campaign through weekly staff communications. This can include goal updates, upcoming special events, dollar impact statements, charity stories, and more. It helps to increase the frequency of communications as the campaign draws closer.
- **Hang flyers, posters, and resources throughout the workplace.** Use standard Community Health Charities posters or customize your own to remind and excite employees about the campaign. JEA hangs flyers for upcoming special events, charity speakers, and fundraising activities throughout the office to keep the campaign at the forefront of employees' minds.
- **Customize materials with Community Health Charities.** In their 2018 campaign, JEA asked Community Health Charities to make flyers with impact statistics for the top local nonprofits that employees supported in previous campaigns. Work with Community Health Charities to create materials that will impact your employees: We offer impact statistics on your employees' support, nonprofit impact stories, and more.
- **Have employee champions cheerleading the campaign.** Appoint an employee—or multiple employees—to champion the campaign and keep your team updated and enthusiastic. JEA assigns a champion at each of their fifteen worksites, ensuring that every employee is reached.
- **Ask leadership to communicate with the team.** Messaging means the most when it comes from people employees work with and respect. Ask leadership—whether it's department heads, the CEO, or team leaders, to communicate with employees on the importance of your campaign. JEA keeps leadership involved in the entire campaign process, from communications to participation in fundraising events.

CHC Resources

What A Dollar Buys, Sample Social Media Posts, Charity Stories, Charity Videos

CHC Resources

Promote and Publicize, Table Tents, Campaign Posters

CHC Resources

Employee Champions

Many Hands Doing What We Can to Help

The Alzheimer's Association is the leading voluntary health organization in Alzheimer's care, support, and research. An estimated 47 million people worldwide are living with dementia. In the United States alone, 5 million people are living with Alzheimer's. The Association addresses this crisis by providing education and support to the millions who face dementia every day, while advancing critical research toward methods of treatment, prevention, and ultimately, a cure.

THE IMPORTANCE OF ALZHEIMER'S AWARENESS

- Alzheimer's is the 6th leading cause of death in the United States and the 5th leading cause of death for those aged 65 and older.
- Alzheimer's is the only cause of death among the top 10 in America that cannot be prevented, cured, or even slowed.
- Today, 5.5 million Americans are living with Alzheimer's, including an estimated 200,000 under the age of 65.
- Every 66 seconds, someone develops Alzheimer's—resulting in half a million new cases in 2017.

ALZHEIMER'S ASSOCIATION IS MAKING AN IMPACT

- Accelerating research as the nonprofit organization with the highest impact on Alzheimer's research globally.
- Enhancing care and support by providing services and support annually to 3.6 million diagnosed individuals, families, caregivers, and professional care providers.
- Advancing public policy as the leading organization advocating for the needs and rights of those facing Alzheimer's.
- Increasing concern and awareness through publications and community outreach.

Madeline's Story

Hard. Struggle. Isolation. These are the words Madeline uses to describe life as an Alzheimer's caregiver. After moving her mother, who was living with the disease, from Puerto Rico to Florida, Madeline provided her with in-home care for 15 years. A single mother with a full-time job, Madeline reached out to the Alzheimer's Association for support. "Caring takes a lot from you," she says.

Nancy, a bilingual staff member from the Alzheimer's Association Gulf Coast Chapter, assessed the family's needs and created a plan to help Madeline, her mother and her adult daughter—who also lived at home and provided care. As Madeline's connection to the Association deepened, she began to explore the chapter's educational programs and support groups. "She realized the Association was here for her," Nancy says.

Over time, Madeline decided to be there for others impacted by Alzheimer's. She became an energetic volunteer for the Association, leading education sessions, facilitating support groups and raising much-needed funds.

CHC Resources

Sample CEO Letters/Emails To Staff

Fundraising Activities

In addition to payroll deductions and traditional giving opportunities, JEA hosts fundraisers throughout the three month campaign. The fundraisers give employees a fun chance to engage with the campaign, get excited about the cause, and donate onsite.

JEA's annual fundraisers include:

- Bake sales
- Office decorating contests with donation-based voting
- Food trucks—a portion of sales go to Community Health Charities
- Gift basket silent auctions
- Smoothie stands
- And more

How do the campaign coordinators get such great engagement ideas? They talk directly with JEA employees, finding out exactly what employees are interested in. Encourage employee creativity and input to make engaging, fun activities to kick off your campaign and keep it going.

Rallies And Nonprofit Speakers

Each JEA location hosts Community Health Charities rallies throughout the campaign. Representatives from Community Health Charities' nonprofit partners visit each site, engage with employees, and share the impact JEA employees can have on their communities by participating in the campaign.

“At JEA, we have approximately 35 different departments that hold their own CHC rallies. These rallies can range from 15 people to well over 100. When a speaker from a CHC charity attends and speaks of the difference their organization can make in the lives of someone who is worthy of the assistance, it makes that particular charity seem ‘real.’ We can put ourselves in that person or family’s situation and can appreciate the love, kindness, support and friendship of those who give so much of their time to help others in need.” —TIA KALINA, Administrative Support, Brandy Branch Generating Station

CHC Resources

Campaign Themes, A-Z Campaign Special Event Ideas, Publicity, Incentives, and Event Ideas

CHC Resources

Charity Campaign Opportunity, Charity Impact Stories

Special Events

JEA hosts 4 special events throughout their 3 month campaign. These events invite employees from all JEA off-site locations to give back together. The events are open to the public and have corporate sponsors that help maximize the impact JEA employees can have on their communities.

JEA's 2018 campaign special events included:

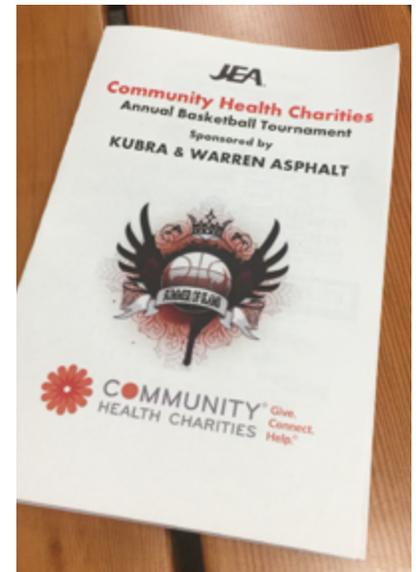
- Basketball Tournament
- Charity Walk
- Flag Football
- Talent Show

Host fundraising events throughout your campaign to keep morale high and momentum strong.



CHC Resources

Year-Round Employee Engagement Calendar, Publicity, Incentives, and Event Ideas, A-Z Campaign Special Event Ideas



Giving Opportunities

Signature Causes

JEA employees are able to donate to Community Health Charities' [Signature Causes](#), allowing their employees to impact the health issues important to them, such as women's health, children's health equity, and veteran recovery.

[CHC Resources](#)

[Signature Causes](#)

COMMUNITY HEALTH CHARITIES TALENT SHOW

Your credit card gift: \$0

Amount: \$300.00 \$200.00 Enter an Amount \$

Name: First Name Last Name

Email: Enter Your Email Address

Phone: Phone (XXX) XXX-XXXX

COMMUNITY HEALTH CHARITIES

Many Hands
Doing What We Can to Help

JEA
WORKING TOGETHER

Give Now

JEA establishes Give Now portals for corporate sponsorship credit card contributions during their four special events throughout the campaign season. This allows the community and local businesses committed to health and wellbeing to join JEA in their mission

[CHC Resources](#)

[Give Now](#)

GivingMatters365

The JEA Team is already thinking ahead to next year. Rather than paper pledge forms, they are planning to transition to an online platform that streamlines, consolidates, and expedites the donation process. Community Health Charities' platform GivingMatters365 makes it easy by offering turnkey materials and tools. CHC expert workplace giving consultants will be providing a demo to the team and will then handle set-up and processing for next year.

[CHC Resources](#)

[GivingMatters365](#)

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