

# 2017 Our Promise Key Connector (KC) Training



1957 • ANNIVERSARY • 2017

# Today's Roadmap

- What is Our Promise?
  - Overhead
- The Our Promise Logo
  - How To Get Involved
- United Way's Role
- A Look Back/Goals Moving Forward
  - Roles, Responsibilities and Best Practices
  - Completing Pledge Form
  - Cash Handling and Auditing
  - FAQ's and Common Objections
- Facilitating Our Promise
  - State Employee Benefits
  - Why Payroll Deduction

# What is Our Promise?

- Lawfully established in 1957, Govt. Code § 14659, Our Promise: California State Employees Giving at Work provides state employees the opportunity to donate to their chosen nonprofits directly through payroll deduction.
- Who are Our Promise's three key players?
  1. The Department of General Services (DGS) is the governing board for Our Promise
  2. DGS contracts with UWCCR(PCFO) for us to facilitate Our Promise Statewide. We subcontract with the other PCFD's to run the campaign statewide.
  3. The State Controller's Office deducts contributions from employee pay warrants and the PCFO(UWCCR) pay's out the donations *quarterly* to designated nonprofits,



# The Our Promise Logo



- The **blue square** represents the community as a whole. The **missing corner** in the top left is a part of that community that has a need—a missing component. The gold square is one person filling that space and need. Every contribution completes the picture.
- The **sun element** represents the energy of the State’s workers—it is their strength, warmth and vibrancy, all of which define the Golden State of California. The sunrays reach into the right edge of the blue square, showcasing the abundant gifts this energy brings to the community.
- The **cutout shape** (also known as the ‘negative space’) also forms the **letter “C” of California**, a subtle reminder that this promise is to the State. What participants accomplish in the Our Promise initiative, they accomplish as Californians, for California.
- The **vibrant blue and warm gold** embrace the energetic color palette of California itself: its enviable climate, distinct geography and remarkable history.

# United Way's Role in Our Promise



A state program in partnership with United Way

- United Way's Role:
  - Facilitate departmental campaigns
  - Distribute \$ to designated organizations
  - Provide ongoing donor and volunteer support
  - Fiscal Agent

# Keep Our Promise Social!

Your Options:   

- Facebook - [www.Facebook.com/OurPromiseCA](http://www.Facebook.com/OurPromiseCA)
- Instagram - Ourpromiseca
- Twitter - @OurPromiseCA

Help us promote, post, encourage others to post, spread the word, get followers, and more!

- Start using #OurPromiseCA on social media posts

# 2016 Campaign Stats

- Raised \$6.2 million Statewide
- Participation rate was 12% Statewide

# 2017 Campaign Goals

- 100% ASK
- 15% Participation
- Raise \$6.4 Million
- *Have fun while helping countless nonprofits and individuals*

# 2017 Key Campaign Dates

- August 30
  - Our Promise Statewide Kickoff – North Steps of the Capitol from 11-1p.m.
- September 1
  - Our Promise begins
- October 31
  - Our Promise ends

# State Employee Benefits

- **Our Promise binds all state workers to one common cause, regardless of department, rank and location**
- **State employees can donate to any valid 501(c)(3)**
  - Includes the Arts, PTAs, religious institutions, community-based organizations, etc.
- **Only a \$5 minimum to participate through payroll deduction**
- **Allows for friendly competition among Agencies**
- **Provides the ease of giving a one-time donation or a monthly donation through your paycheck**
- **Dollars to nonprofits actually go further when donations are made monthly.**
- **Retiree's are able to also donate through Our Promise to continue their giving**

# Why Payroll Deduction?

- One time:



- Payroll deduction:



- Convenient

- Automatically withdrawn
- Eliminates the need to write checks
- Eliminates multiple check processing for nonprofits
- Deducts in “little” amounts; fits into a budget

- Provides a consistent cash flow for the Nonprofit(s) of your choice
- Tax deductible (post tax)

# Our Promise Overhead

- There is a \$0.41 per transaction fee set by the State Controller's Office, which they take as they process the pay warrant deductions
- The Our Promise campaign has an overhead of 14%
  - Reimburses the Department of General Services
  - Reimburses the State Controller's Office
  - Covers Campaign Fundraising Costs
    - Donor Resource Guide
    - Pledge form printing/processing
    - Posters
    - Training materials
    - Our Promise website maintenance ([OurPromiseCA.org](http://OurPromiseCA.org))
    - Year-round support
    - Nonprofit certification

# Where Do Undesignated Funds Go?

- Any undesignated portion of a donor's gift will be invested in the local programs and services provided by the PCFD (aka Local United Way) in the area the donor works in.
- Local United Ways focus their efforts on ensuring those in our community have access to a quality education, live a healthy lifestyle, and are financially stable – the building blocks for a life of promise

# How Does One Get Involved?

## The Three T's

- Give your time
- Give your talent
- Give your treasure



# Our Promise: An Educational Campaign

- Educate state employees
  - What Our Promise is about
  - Inform employees of their giving options
  - Show them how to donate if they *choose* to participate
- Highlight the importance/value of nonprofits
- Demonstrate the benefits of Our Promise
- Goal for Our Promise = 100% INFORMED ASK

# Key Connector Roles and Responsibilities

- Sign and turn in the 2017 Confidentiality Agreement Form (required)
- Work closely with DCC to achieve objectives in Campaign Plan
- Attend the Our Promise Kickoff (August 30) at the State Capitol
- Make an informed and educated ask of every employee assigned to you
  - Remember our goal, “100% Ask!”
- Answer questions and refer to FAQ’s for help
- Assist the DCC in conducting campaign presentations
- Distribute and collect pledge forms
- Provide Our Promise envelope to donors as they turn in their pledge form, ensuring they have properly filled out the envelope checklist before accepting
  - Not every donor will want this envelope, this is just an added resource for those wanting one
- Lock and secure all collected pledge forms in departmental identified location

# Key Connector Best Practices

- Conduct a strong educational campaign
- Think of what might happen to countless nonprofits if you do not ask; know that many people actually want to be informed/asked
- Believe in Our Promise and the worthy nonprofits it supports
- Bring nonprofits in to your campaign
- Do not take rejection personally
- Make it personal/tell your “story”
- Communicate throughout the campaign

# Sample Presentation

- Welcome and introduction by DCC/KC
- Remarks by Executive/Manager
- Overview and Highlights for Our Promise
- Guest Speaker (Nonprofit)
- Ways to participate
- Show video (if applicable)
- Say THANK YOU!!

# Common Objections and Responses

## Objection:

**“I AM UNSURE ABOUT PROVIDING MY SSN TO A KEY CONNECTOR.”**

## Response:

- There is an Our Promise Confidentiality Agreement
- Your department takes measures to secure pledge forms
- Donor's can use the pledge form envelope
- Security Standards Council - PCI Compliance
- Proven History of Accountability

# Common Objections and Responses

## Objection:

**“I HAVE MY OWN NONPROFITS I SUPPORT, WHY SHOULD I GIVE THROUGH OUR PROMISE?”**

## Response:

Many people have a particular interest in one organization, but no single service can meet all community needs. Our Promise supports a wide variety of important services in our community, nation, and around the world. Plus, by utilizing payroll deduction, the nonprofit agency benefits because your generous donation secures a consistent cash flow.

# Common Objections and Responses

## Objection:

**“I CAN’T AFFORD TO GIVE MUCH MORE THAN FIVE DOLLARS A MONTH..DOES THAT REALLY MAKE A DIFFERENCE?”**

## Response:

**EVERY gift is important no matter what size! When a donor’s gift is combined with the donations of others, it really adds up! Remember, nonprofit agencies have the ability to leverage the dollar unlike you and me.**

# The Our Promise Website

[www.OurPromiseCA.org](http://www.OurPromiseCA.org)

- Statewide Resource
  - Our Promise results
  - Logos & guidelines
  - Training manuals
  - Templates & tools
  - Blank pledge forms
  - PCFD contact information
  - Donor hotline information



# Questions & Answers

# Contact Information

Website: [www.OurPromiseCA.org](http://www.OurPromiseCA.org)

Donor Hotline: 1-(888) 863-6466

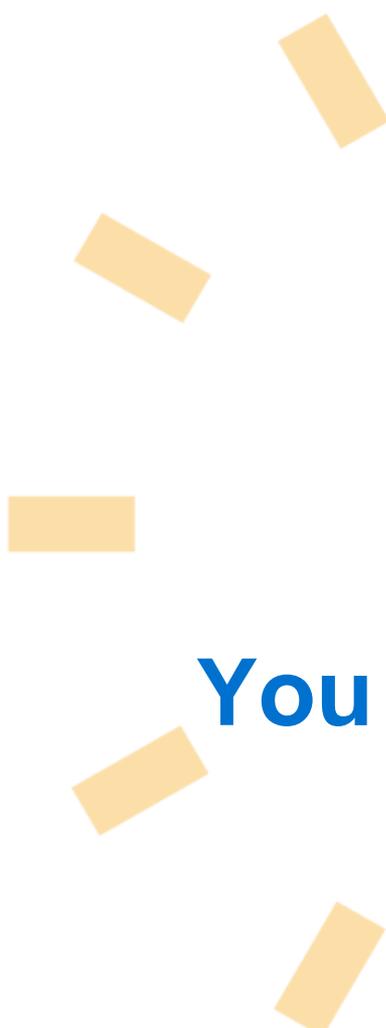
## Our Promise Staff:

[Ashley Poritz, Development Manager](#)

O: 916-368-3015

C: 559-709-3693

E: [ashley.Poritz@uwccr.org](mailto:ashley.Poritz@uwccr.org)



# Thank you!

**You are inspiring change - you are  
the change!**

