California State Employees Giving at Work is committed and dedicated to communities across the state, and is the single largest effort among state employees to support nonprofits in their community. Giving back is our promise to California.

Our Promise speaks clearly to our past (serving California since 1957) and our ongoing commitment to helping those in need of support and assistance.

With your leadership, state employees will have an organized, efficient way to give to the nonprofits they are most passionate about. Thank you for your dedication to our state, our communities, and our neighborhoods.
CAMPAIGN STRUCTURE

STATEWIDE LEADERSHIP TEAM

Appointed by the Secretary, Agency-level leaders are responsible for top-level leadership and inspiration in the implementation and execution of Our Promise. From recruiting Department Chairs to mentoring fellow California State Employees, these champions play a critical role in this initiative.

STATEWIDE DEPARTMENT CAMPAIGN CHAIRS

Statewide Department Campaign Chairs (DCC) are the “go-to” people in each respective department charged with educating, recruiting and inspiring their fellow California State Employees to be part of this initiative. A Department Campaign Chair typically works with a Co-Chair or Vice-Chair to manage the Our Promise initiative for their department. Our Promise is your promise to make a real difference in your workplace and our community.

KEY CONNECTORS

Key Connectors are committed, passionate advocates identified and recruited by the statewide department campaign chairs. They’re responsible for the solicitation of a specific number of employees (25) in a department with a goal of 100% ask. They are active members of the team and are vital to the Our Promise $7 million goal. Key Connectors are primarily responsible for the distribution, collection and verification of all pledge forms and more importantly, inspiring others to contribute to the collective impact of Our Promise.
LEADERSHIP TEAM AGENCY/DIVISION CHAIR & VICE-CHAIR

POSITION STATEMENT

General Nature, Scope and Purpose of the Position:
The primary role is to provide leadership, management and supervision to the Statewide Department Campaign Chairs (DCC) within an agency or division.

Responsibilities:
- Personally recruit support of the campaign from Agency Secretary and Department Directors/Executive Officers
- Recruit a Statewide Department Campaign Chair and Vice-Chair for each department within the Agency/Division
- Create and manage a roster when contact information for each of your Statewide Department Campaign Chairs and Vice-Chairs to share with Our Promise staff
- Assist in the recruitment of statewide Campaign Liaisons to administer the campaign (Agency/Office size and statewide distribution will determine the number requested)
- Secure meeting space and conduct monthly Agency/Division meetings (June-November) with Statewide Department Campaign Chairs and Vice Chairs
- Our Promise will prepare agendas and handouts for meetings
- Support the training of Statewide Department Campaign Chairs and Vice-Chairs
- Work closely with Campaign Liaisons assigned to the Agency/Division
- Attend Campaign Kick-Off and Thank You events
- Attend monthly Leadership Team meetings (May-November) to report progress updates for your Agency/Division
- Ensure timely and appropriate recognition of volunteers

Best Practices:
- Review and analyze 2016 campaign results for your Agency/Division and identify areas of opportunity for campaign focus
- Provide support, encouragement and direction to DCCs and Campaign Liaisons
- Meet with Agency Secretary (if applicable) to discuss the following agenda items:
  - Executive campaign overview
  - Statewide campaign results
  - Executive Director campaign engagement
  - Volunteer recruitment (DCC’s, Campaign Liaisons and statewide coordination)
  - Campaign events
- Meet with each Executive Officer/Department Director to discuss the following agenda items:
  - Executive campaign overview
  - Statewide campaign results
  - Executive Director campaign engagement
  - Volunteer recruitment (DCC’s, Campaign Liaisons and statewide coordination where applicable)
  - Campaign events

NOTE: This role is supported by Our Promise staff.
Any questions, please call Tabitha Angel at (916) 856-3947.
LEADERSHIP TEAM AGENCY/DIVISION CHAIR & VICE-CHAIR

OUR PROMISE CALENDAR

APRIL/MAY
- Meet with prior year Division Chair
- Meet with Agency Secretary
- Meet with Executive Officers/Department Directors
- Begin Campaign Liaison recruitment

MAY
- Attend 1st monthly Leadership Team meeting
- Begin DCC recruitment
- Continue Campaign Liaison recruitment
- Schedule your monthly Division Meetings

JUNE
- Attend monthly Leadership Team meeting
- Host first monthly Division meeting with DCC’s- Orientation (schedule 2 hours)
- DCC’s to meet with Executive Officers/Department Directors
- DCC’s to recruit their Campaign Teams & Key Connectors
- DCCs Set Campaign Team Meeting Dates
- Provide Campaign Liaison Listing to Our Promise Director

JULY
- Attend monthly Leadership Team meeting
- Host monthly Division meeting - (schedule 1 hour)
- DCC’s draft Campaign Plan
- DCC’S finalize recruiting Key Connectors & Campaign Team Members
- United Way’s host Campaign Liaison Training and assign them to their campaign accounts

AUGUST
- Attend monthly Leadership Team meeting
- Host monthly Division meeting – DCC’s present and finalize Campaign Plan (schedule 1 hour)
- Work with your DCC’s to ensure Key Connectors attend training
- Campaign Liaison’s make first contact with accounts
- DCC’s receive pledge forms, Donor Resource Guides and posters from Campaign Liaisons
- Campaign Liaisons work with DCC’s for additional Key Connector trainings
- DCC’s begin to distribute pledge forms & Donor Resource Guides to local Key Connectors and mail out of area employee forms to regional offices
- Attend Statewide Our Promise Kickoff
- Wednesday, August 30, 2017 State Capitol, 11:00am-1:00pm

(CONTINUED)
(CONTINUED)

SEPTEMBER
- Attend monthly Leadership Team meeting
- Key Connector training continues
- DCC’s commence campaign communications & activities
- Host monthly Division meeting - (schedule 1 hour)
- DCCs Finalize Distribution of Pledge Forms & Donor Resource Guides to Key Connectors
- Begin conducting the Campaign
- September 1- October 31

OCTOBER
- Attend monthly Leadership Team meeting
- Continue your Campaign Plan into the final month
- Host monthly Division Meeting - (schedule 1 hour)
- DCC’s work with Campaign Liaisons to schedule and complete campaign audits and pledge form pick ups
- Pledge forms must be picked up no later than November 8

NOVEMBER
- Attend final Leadership Team meeting
- Host final Division Meeting – (schedule 1 hour)
- Campaign Liaisons begin delivering incentives and appreciation certificates to DCC’s for distribution
- DCC’s organize a succession binder for next year
- DCC’s plan & execute a thank you event for their Campaign Team/Key Connectors
- Campaign Liaisons last day at respective United Way Office’s (end of November)

DECEMBER
- Work with United Way staff and DCC’s to finalize delivery of incentives & appreciate certificates

MARCH 2018
- Attend Our Promise Thank You Breakfast
STATEWIDE DEPARTMENT CAMPAIGN CHAIR & VICE CHAIR

POSITION STATEMENT

General Nature, Scope and Purpose of the Position:
This position is directly responsible for the statewide organization, coordination and management of all Our Promise activities within a “Department” (e.g., Department, Agency, Board or Commission) and report directly to the Chair of your Agency/Division.

Primary Role:
Recruit, provide leadership, manage and administer the Our Promise initiative for the entire “department” and all of the respective department’s offices located throughout the state. The Statewide DCC works closely with the Campaign Liaison assigned to their department.

The Vice Chair may assume a limited number of responsibilities depending on the needs of the campaign organization. However, the responsibilities should focus on learning about the campaign and preparing for next year. The Vice Chair should attend meetings of the Campaign Team and accept limited key assignments in this year’s effort.

Duties & Responsibilities:

- Meet with Executive Director/Executive Officer to obtain support:
  - Secure a letter of endorsement for Our Promise to send to all employees
  - Request their presence at your department’s Our Promise activities
  - Request an Executive Leadership Presentation
- Research historical campaign activities and data to devise a Campaign Plan
- Recruit Key Connectors, ideally one per every 25-30 employees
  - Key Connectors are your bread and butter as they distribute and collect pledge forms, ensuring your department is reaching the goal of “100% Ask”
- Schedule a Key Connector training with your Campaign Liaison for Aug - early Sept
- Recruit a campaign contact within each of your regional office locations to run your department’s campaign in those areas
  - Provide a roster of your regional campaign contacts to your Campaign Liaison to share with the coordinating Local United Way’s
- Distribute your departments pledge forms statewide, mailing out your regional office employee pledge forms to your regional office campaign contact
  - Pledge forms will then be turned in to the local United Way within each of your regional office locations for processing
- Develop a Campaign Plan with timelines, in accordance with Our Promise timelines
  - Recruit a Campaign Team to implement each aspect of your Campaign Plan
    - Select individuals with influence from all areas of the department
      - Consider recruiting members of an employee activity committee
- Assign duties for each Campaign Team member
- Ensure quality training of the Campaign Team
- Educate the Campaign Team through presentations and agency tours
  - Conduct regular meetings with Campaign Team
  - Incorporate unique department incentives that will energize employees
THANK YOU
FOR GOING
ABOVE & BEYOND
ON BEHALF OF OTHERS
AND
WELCOME
TO AN EXCITING YEAR OF
MAKING A REAL
DIFFERENCE
IN YOUR WORKPLACE
& OUR COMMUNITY!

SINCE 1957
Our Promise
CALIFORNIA STATE EMPLOYEES
GIVING AT WORK

www.OurPromiseCA.org