



Our Promise
EMPLOYEES
GIVING AT WORK



SINCE 1957
Our Promise
CALIFORNIA STATE EMPLOYEES
GIVING AT WORK

2020 | DEPARTMENT
CAMPAIGN CHAIR
TOOLKIT

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A MESSAGE FROM OUR LEADERSHIP

Dear California Employee:

Since 1957, the Our Promise campaign has provided every state employee with the channel to give back to those most in need. The COVID-19 outbreak has devastated our communities physically, emotionally, and economically and now more than ever, nonprofits need our support.

I am honored to serve as the 2020 Our Promise Chair, representing almost 300,000 state employees who have the opportunity to make a real difference during this crisis.

Please join me in supporting any of the thousands of our nonprofit partners through Our Promise—I invite you to make an Our Promise pledge today! Start by contributing to a community in need for as little as \$5 per month, or consider increasing your current gift by \$5 more per month!

Together, we will Meet the Moment.

Josh Fryday

Chief Service Officer
California Volunteers, Office of the Governor
2020 Our Promise Chair

Dear Leadership Team Member,

The Our Promise team and I can't thank you enough for your participation in the Our Promise Campaign. Your role is the heart of what makes Our Promise successful.

By engaging your colleagues and encouraging donations to our thousands of nonprofit partners, you make a profound impact to the thousands in need locally and globally. Especially during this public health crisis, the Our Promise campaign can boost much-needed support to communities that need it the most.

Be sure to review the materials and visit Our Promise's website at OurPromiseCA.org for more information and tools. Please know that my team and I are available during the campaign to provide support and answer any questions you might have.

Thank you again for being a part of the Our Promise campaign. Your efforts make California strong for all.

Sincerest gratitude,

Tabitha Angel

Our Promise Director



IMPORTANT ROLES TO KNOW



Our Promise begins with the generosity of nearly 300,000
CALIFORNIA STATE EMPLOYEES
providing their support to charitable programs.

LEADERS UNITED (LU) Executives are state employees who are account managers completely dedicated to Our Promise during the campaign season. As liaisons to Leadership Team members and Department Chairs, they assist with trainings, presentations, and special events. They are your greatest resource and are here to help!

KEY CONNECTORS (KC) are committed, passionate advocates identified and recruited by the statewide department campaign chairs. They are responsible for ensuring that 100% of their departments are given an opportunity to learn about Our Promise. Key Connectors distribute, collect and verify all pledge forms and more importantly, inspire others to contribute.

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 campaign. A Department Campaign Chair typically works with a Co-Chair (or Vice-Chair) to manage the Our Promise campaign for their department.

THE LEADERSHIP TEAM is appointed by the Secretary. Agency-level leaders are responsible for top-level leadership and inspiration in the implementation and execution of Our Promise. These champions play the critical role of recruiting Department Chairs and mentoring fellow California State Employees.



JOB DESCRIPTIONS

DEPARTMENT CAMPAIGN CHAIR & VICE-CHAIR

- Develop campaign timeline with Our Promise representative.
- Provide leadership, management and supervision to Key Connectors and Campaign Committee within an agency or division.
- Serve as liaison between Campaign Committee and Our Promise staff
- Coordinate execution of overall campaign plan
- Organize campaign team
- Arrange campaign meetings and trainings
- Monitor results
- Serve as central contact person for the Our Promise campaign



NOTE: This role is supported by Our Promise staff. Any questions, please call Benjamin Acedo at (916) 368-3015..



BEST PRACTICES

for Department Campaign Chairs

Be sure that you and your team

UNDERSTAND THE IMPACT

that Our Promise makes in the community.



Establish **SPECIFIC GOALS** for the department.



Connect with your Agency Secretary and each Executive Officer/Department Director to:



Review and analyze previous campaign results to

IDENTIFY OPPORTUNITIES

to improve and

SET GOALS

- Leadership engagement
- Volunteer recruitment
- Campaign events



Support your volunteers and Leaders United by keeping them

ENGAGED & INFORMED

When in doubt,

REACH OUT

to the Our Promise team for guidance.



We are building new digital tools to replace in-person experiences so that it will be easy to connect with and inspire your colleagues to participate in this vital charitable giving campaign.



CAMPAIGN THEME

“Keeping California strong for all”

We know that times may be tough this year, but we are rallying together more now than ever to keep California nonprofits strong.



PLEDGE FORMS

- Launching new online pledge form
- How-to videos and instruction sheets will be provided
- Safe and green pledge processing



KICK-OFF EVENT

- Save-the-Date!
Our Promise is hosting a week-long campaign **Kick-Off event from August 24-28**
- Fun week-long promotion of state employees and nonprofits
- Live videos, social media engagement, nonprofit highlights and interviews, prizes and giveaways



NONPROFIT OUTREACH PROGRAM & SPECIAL EVENTS GO VIRTUAL

- How-to run special events and virtual fundraising ideas
- Special events and speaker engagements available through easy online request form
- Nonprofit video resource library



VIRTUAL TOOLBOX FOR CAMPAIGN VOLUNTEERS

- Video series highlighting nonprofits, Our Promise campaign and pledge form tutorial
- Social media “kit” with sample tweets, messages, and graphics
- How to guides and other resources

... and more

IMPORTANT DATES



START

AUG
24-28

Our Promise
**Campaign
 Kick Off**

VIRTUAL
 EVENT
 @OurPromiseCA



Nonprofit
 Fair



Speakers
 & Live
 Entertainment



Our Promise
**Campaign
 Begins**

SEPT
1

Pledge forms submitted
 in 2020 will begin
 payroll deductions
 in January 2021



OCT
31

Our Promise
**Campaign
 Ends**

Pledge forms submitted
 by Friday **NOVEMBER 6th!**

~28,000
 STATE
 EMPLOYEE
 DONORS*



*2019
 RESULTS



~\$5.7
 MILLION
 RAISED*



Monthly Payroll
 Deductions
 Begin

JAN
1

Our Promise
**Thank You
 Event**

**EARLY
 MARCH**



Campaign
 results
 celebration



Top-performing
 volunteers and
 departments
 recognized



APRIL

Planning and
 recruiting for next
 year's campaign
 begins.





ENGAGING CALIFORNIA

KEY CONNECTOR RECRUITMENT

General Nature, Scope and Purpose of the Position:

Key Connectors are a vital part of the Our Promise Campaign. They have the chance to make a personal connection with their co-workers and make a difference as a group. Key Connectors are responsible for the recruitment of a specific number of employees (25-30) in their department and/or unit. The Our Promise goal is to make a “100% ASK” in each department.

RESPONSIBILITIES

- Attend a Key Connector training session (August)
- Attend campaign team meetings conducted by the Department Campaign Chair(DCC)
- Encourage co-workers to attend Our Promise virtual presentations and events
- Familiarize themselves with the Our Promise website: OurPromiseCA.org.
- Be the expert on e-pledge. Know the ins and outs of the platform. Be prepared to provide online pledge assistance to fellow employees who need or request it.
- Answer individual employee questions and refer to the FAQ’s on the Our Promise website at OurPromiseCA.org.
- Provide digital resources to employees for the campaign; i.e. intranet links, virtual nonprofit tours.
- Assist in the delivery of Leadership certificates/incentives at the end of the campaign

BEST PRACTICES FOR KEY CONNECTORS

- Make a pledge or find a passion before asking others to participate.
- Understand or get to know the audience: What are they passionate about?
- Thank donors for participating and thank others for their consideration of the campaign.
- Last, but not least, should a Key Connector encounter rejection, they should not take it personally. Kindly thank the individual for their time and consideration.



RESOURCES & GUIDES



Nonprofit Outreach Program

- OurPromiseCA.org/nonprofit-outreach
- **Virtual Nonprofit Fairs & Speaking**

2020 Pledge Form

- **E-Pledge portal coming soon**

Donor Resources

- OurPromiseCA.org/campaign-materials

Social Media

- FOLLOW • LIKE • SHARE



THANK YOU
FOR GOING
**ABOVE &
BEYOND**
ON BEHALF
OF OTHERS

WELCOME
TO AN EXCITING YEAR OF
**MAKING A REAL
DIFFERENCE**
IN YOUR WORKPLACE
& OUR COMMUNITY!



GET IN TOUCH

TABITHA ANGEL
Our Promise Director



(916) 856-3947



Tabitha.Angel@uwccr.org

BENJAMIN ACEDO
Our Promise Manager



(916) 368-3015



Benjamin.Acedo@uwccr.org



www.OurPromiseCA.org