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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.
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.

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

Establish SPECIFIC GOALS for the department.

Support your volunteers and Leaders United by keeping them ENGAGED & INFORMED

When in doubt, REACH OUT to the Our Promise team for guidance.
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

2020 VIRTUAL CAMPAIGN

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.

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

**OCT 31**

Our Promise Campaign Ends

**JAN 1**

Monthly Payroll Deductions Begin

**APRIL**

Planning and recruiting for next year’s campaign begins.

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

*Our Promise Thank You Event*

**EARLY MARCH**

Campaign results celebration

Top-performing volunteers and departments recognized

**VIRTUAL EVENT**

@OurPromiseCA

Nonprofit Fair

Speakers & Live Entertainment

*~28,000 STATE EMPLOYEE DONORS*  

*~$5.7 MILLION RAISED*  

*2019 RESULTS*

Pledge forms submitted by Friday NOVEMBER 6th!

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**Our Promise**

CALIFORNIA STATE EMPLOYEES GIVING AT WORK

**SINCE 1957**

OurPromiseCA.org
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
  - @OurPromiseCA

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

THANK YOU FOR GOING ABOVE & BEYOND ON BEHALF OF OTHERS
GET IN TOUCH

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SINCE 1957
Our Promise
CALIFORNIA STATE EMPLOYEES GIVING AT WORK

www.OurPromiseCA.org