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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

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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
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.
KEY CONNECTOR TOOLKIT

GENERAL NATURE, SCOPE AND PURPOSE OF THE POSITION:
Key Connectors are a vital part of the Our Promise Campaign. As a Key Connector you have the chance to make a personal connection with your co-workers and make a difference as a group. You are responsible for the solicitation of a specific number of employees (25-30) in your 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 yourself 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 your 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:
- Make your pledge or find your passion before asking others to participate.
- Understand or get to know your audience: What are they passionate about?
- Thank donors for participating and thank others for their consideration of the campaign.
- Last, but not least, should you encounter rejection, please do not take it personally. Kindly thank the individual for their time and consideration.
BEST PRACTICES for Our Promise Key Connectors

Be sure that you and your team understand the impact that Our Promise makes in the community.

Communication is key with a virtual campaign.

Be the go-to person for the new online campaign platform.

- New e-pledge form
- Donor resources
- Nonprofit/Cause search

GET TO KNOW YOUR COLLEAGUES

What causes are they passionate about and why?

Support your DCC by assisting them in the campaign task list.

When in doubt, reach out to the Our Promise team for guidance.
CONNECT

From your Cal Employee Connect page, click **USER PROFILE** and then select the **Our Promise** **Click to Enroll** button.

**CREATING YOUR OUR PROMISE ACCOUNT**

A pop-up will appear, allowing you to copy your **Employee ID** number. After you click the **Copy** button, select **Go To Our Promise**.

A new tab will open. Paste your Employee ID in the designated box.
REGISTER

Please enter your information to create your account. Steps will include:

- creating a User ID and Password.
- entering your **home** address, email, and phone (as your work info may change).

Enter your new User ID and Password to log in.

You will receive a verification code in the home email address you provided.
When you click on the link, you’ll be taken back to the CA State Employees Giving Portal.

Enter your new User ID and Password to log in.
Once signed into the CA State Employees Giving Portal, you can:

- **donate** through a monthly payroll deduction;
- make a **one-time gift**; or
- **decline** to give at this time.

1 **MAKE YOUR PLEDGE**

Decide how much you’d like to donate **per pay period** and enter it here.

Your Total Annual Pledge will be automatically calculated.

2 **SELECT YOUR NONPROFIT(S)** *optional*

Your Total Pledge amount will reflect the “Total Annual Pledge” amount from above.

As you select your nonprofits and enter your TOTAL ANNUAL pledge amount for each one, the amounts will automatically accumulate in the **Total Designated** box.

Any funds that remain **Undesignated** at the end of your nonprofit selection(s) will go to your local United Way office.

-use the **Nonprofit Keyword Search** to find the nonprofit you’d like to support.
Use the search bar to access our database of nearly 2,000 certified nonprofits across the state. You can enter the nonprofit’s name, part of its name, or its OP CODE#.

When you find your desired nonprofit, click the + sign and enter the total ANNUAL amount you’d like to contribute in the Designation Amount field. Click + to confirm amount for that nonprofit.

3 ADD ANY WRITE-IN NONPROFIT(S) optional

If your preferred nonprofit is not listed in our guide, and they have a current 501(c)(3) filing, visit Guidestar.org to find the tax ID/EIN to easily complete this section.

When you find your desired nonprofit, click the + sign and enter the total ANNUAL amount you’d like to contribute in the Designation Amount field. Click + to confirm amount for that nonprofit.

Once you’ve entered your nonprofit’s information, click ADD to include this in your Total Designated donations.

4 REVIEW

Check all of your selections and the annual Total Designated amount. If everything is correct, scroll down and click CONFIRM.

You’ll see a final summary screen to print for your records.

YOU ARE DONE! Thank you for keeping California Strong for All.
Our Promise Campaign Kick Off

Payroll donations submitted in 2020 will begin monthly deductions in January 2021

Our Promise Campaign Begins

Nonprofits featured daily

Fun LIVE segments & Giveaways

~28,000 STATE EMPLOYEE DONORS*

~$5.7 MILLION RAISED*

Donation deadline is Friday NOVEMBER 6th!

Our Promise Thank You Event

Monthly Payroll Deductions begin in 2021

Campaign results celebration

Top-performing volunteers and departments recognized

Planning and recruiting for next year’s campaign begins.
FAQs

State employees have been supporting their favorite nonprofits through payroll deduction since 1957, enabled by Govt. Code §14659.

What are the fees associated with the campaign?
The Department of General Services (DGS) authorizes each Principal Combined Fund Drive (PCFD), your local United Way, to deduct a small fee that covers administrative and fundraising costs incurred while running the campaign. The fee is deducted from the FIRST payout to your designated nonprofit(s). Our Promise has a low statewide overhead of 14% as well as a $.39 fee per transaction charged by the State Controller’s Office for processing payroll contributions.

What if my preferred nonprofit isn’t listed?
Through Our Promise, you can donate to any valid 501(c)(3) nonprofit. If the nonprofit of your choice is not listed on the website, you may utilize the “Write-In Nonprofit” section of the pledge form. Required information includes the nonprofit’s name, tax ID number, and address so we can confirm their 501(c)(3) status.

What if I want to change my donation status?
Please contact the Our Promise Team at ourpromiseca@uwccr.org

Are contributions through Our Promise pre- or post-tax?
Contributions made through payroll deduction are post tax. The donation is deducted from your net pay, after the State takes out all required taxes.

How do I donate to my preferred nonprofit if it is not listed?
Through Our Promise, you can donate to any valid 501(c)(3) nonprofit. If the nonprofit of your choice is not listed on the website, you may utilize the “Write-In Nonprofit” section of the pledge form. Required information includes the nonprofit’s name, tax ID number, and address so we can confirm their 501(c)(3) status.
How does a nonprofit apply to participate in the Our Promise campaign?
Nonprofits apply on an annual basis in January to have an opportunity to be listed on the Our Promise website for the following Fall campaign. They can find more information here on how to get started, or can sign up to receive notification on when the application process will become available. All certified nonprofits must be valid 501(c)(3) nonprofit organizations and be in good standing with the Registry of Charitable Trusts to operate or to solicit for charitable purposes in California.

How often are payments made to the designated nonprofits?
United Way makes payments to nonprofits donated to on a quarterly basis. We encourage all of our nonprofits to sign up with our accounting department via EFT in order to be paid out monthly. Nonprofits will not be paid out until collected funds reach $100 if being paid by check.

What happens if my designated nonprofit is or becomes ineligible?
When a nonprofit does not have the required IRS 501(c)(3) filing to receive charitable donations, we will make every effort to contact the donor so they can pick another valid 501(c)(3) nonprofit to direct their donation to, or stop their contribution. If we do not hear back from a donor after one month of time, or cannot reach them because of a lack of contact information, the portion designated to the ineligible organization will be directed to the donor’s local PCFD (aka local United Way).

Does my designated nonprofit(s) receive my contact information?
By default, all nonprofits have access to their donor contact information. Unless you uncheck the contact info box when creating or changing your designation.
RESOURCES & GUIDES

Campaign Volunteers

- campaign materials
- training toolkits
- social media toolbox
- nonprofit outreach program
- Leaders United
- campaign results

Donor Resources

- Our Promise Pledge Form (now online!)
- Link to new *Online Giving Portal*
- Information about Retiree Giving

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

OurPromiseCA.org