Public Information Officer (PIO) Guide

Connect with Your Department for Communication Support

The Public Information Officer (PIO) of your department is an essential resource for disseminating information through the various channels of both internal (intranet and newsletters within the organization) and external (public) communication.

Connecting with your department's PIO can be the key to a more successful campaign. Be sure to reach out via email early, so that you can work together on opportunities to spread the word about the Our Promise Campaign.

## Customizable Resources

* Email/letter to the PIO
* Content for newsletter articles
* Sample social media posts

# Email/Letter to the Public Information Officer (PIO)

Please be sure to edit the letter to what would be appropriate for your department and your personal style.

Dear [Public Information Officer]:

I am contacting you to as part of the Leadership Team of the Our Promise: California State Employees Giving at Work. My goal is to encourage our department to support nonprofits in the 2021 campaign mission of “Recover. Rebuild. Revive California.” We will certainly need the support of the Communications team to spread the word.

Let’s connect to discuss opportunities to promote Our Promise in the department:

* E-newsletters
* Social media

Thank you,

[Your Name]

# Content for Newsletter Articles/Web

Please be sure to edit the letter to what would be appropriate for your department.

## Newsletter Content

Although we faced an unprecedented year, California state workers still raised $5.3 million for nonprofits through Our Promise: California State Employees Giving at Work. Our Promise CA is the largest concentrated charitable effort in the state, and now the process is all online. Join the thousands of California state workers giving through their payroll deduction to “Recover. Rebuild. Revive California.”

Visit OurPromiseCA.org for more information.

## Social Media Content

Drafted within character limits for Twitter

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| Last year state workers raised $5.3M despite an unprecedented year. Join the thousands of California state workers giving through their payroll deduction to “Recover. Rebuild. Revive California.” Visit OurPromiseCA.org for more information. #OurPromiseCA |
| Let’s “Recover. Rebuild. Revive California” by making a charitable donation to the nonprofits in most need through Our Promise: California State Employees Giving at Work. The secure online portal makes giving is easier than ever. Learn more: OurPromiseCA.org #OurPromiseCA |
| State workers are working to “Recover. Rebuild. Revive California” through Our Promise: California State Employees Giving at Work. The largest concentrated charitable effort in the state is online through Cal Employee Connect. Learn more: OurPromiseCA.org #OurPromiseCA |