

# GUIDEBOOK

## COMPASSION AMBASSADOR SPONSORSHIP PROGRAM



*A Gift to the Charter for Compassion  
Compassionate Communities Movement*

*From  
Chill Center Inc.,  
A Nonprofit, Social Impact Organization and its  
Compassionate Sacramento Initiative*

*A Step-by-Step Operations Guide  
For Building an Ecosystem of Mission-Aligned  
Funding Partners*

Note to the Reader:

*This is the original draft of the document.*

*You will find references to the host organization, Chill Center, Inc. (Chill Sacramento) and local organizations, people and places.*

*Use this document as a resource for your own development of a sponsorship program to fund your Compassion Ambassador work.*

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## **PURPOSE**

This is an internal Chill Sacramento document detailing how to secure and retain business sponsorships.

For additional detail about the Compassionate City Movement and the District Compassion Ambassadors Program, please refer to the *Compassionate Sacramento Compassionate City Movement District Compassion Ambassador Guidebook*.

## **VISION**

- The Compassion Ambassador Sponsorship Program provides regional organizations and individuals the opportunity to invest in the safety, health and well-being of our local community through funding the Compassion Ambassador Program

## **COMPASSION AMBASSADORS**

The Compassion Ambassadors (CAs) each serve the residents of one of Sacramento’s eight City Council districts. They help cultivate relationships between stakeholders, inspire collective action for the greater good, and advocate for equity in all environments. The District Compassion Ambassadors are a team of eight individual Compassion Ambassadors.

One primary element of the Compassionate Sacramento movement is the Compassionate City Meetings being stewarded by the CAs as a powerful tool the district residents can use as they pursue creating the safe, healthy, and equitable community they envision.

The Compassion Ambassador model helps bridge gaps that people fall through in the foundation of a community.

The CAs serve the neighborhood residents in their work to build a community where everyone can thrive. We do this through helping neighborhoods strategize, identify and gather resources and advocate equity in all spaces through community leadership, activism and collaboration.

The role of the CAs is to be an asset for the district residents to use in their ownership of and effectively acting upon the issues and ideas in their neighborhoods and their district. They facilitate the residents of the district to do the work, build the relationships, make the connections, and implement their vision and goals. They are “heart and inspired-mind training wheels” for a community, so the community can do the work to fulfill their vision. The CAs act at the will of the residents and can support the community as a connector, weaver, guide, mentor, facilitator, counsellor, elder, or steward.

The CAs are in direct communication and collaboration with the district offices and in regular contact with the Council member and their staff. They work on behalf of the residents and their neighborhood’s goals. The CAs are not encumbered by political agenda, having more ability to recognize connections within the community to address issues and bring community stakeholders together in positive relationships (e.g. between police and community) and projects.

**Businesses in the region also benefit.** The CA Program and the Compassion Ambassador Training Program contribute to the active health and well-being of the community, training adults and youth to be neighborhood stewards, resilient volunteers, and engaged employees. Training objectives include helping develop personal empowerment, leadership skills, value teamwork and critical thinking to make good decisions.

## WHO BENEFITS

There are benefits common to all stakeholders and there are also benefits specific to each of the four primary stakeholder groups.

## BENEFITS TO ALL STAKEHOLDER GROUPS

### THE FOUR PRIMARY STAKEHOLDER GROUPS

Each of the four primary stakeholder groups defined below has relationships for specific purposes with some or all of the other stakeholder groups, and sometimes just one. CAs ensure that compassion is flowing within and between the stakeholders and how they move forward together in service and policymaking.

### THE 4 PRIMARY STAKEHOLDER GROUPS



1. Businesses
  - Large and small businesses
  - Developers
  - Property Business Improvement District (PBIDs) (e.g. Midtown Business Association)
  - Landlords & property managers
  - Charter schools
2. Residents
  - Homeowners
  - Renters
  - Homeless / Unhomed
3. Community Organizations
  - Non-profits – large and small
  - Grass roots activists and special interest
  - Neighborhood associations
  - Faith-based organizations
  - Hospitals, med centers & universities
4. City Government
  - City Hall
  - Police
  - Fire
  - Other departments (parks & rec, utilities, etc.)
  - Public schools

## POSITIVE IMPACT FOR THE REGION

All of our tactics and tools help execute strategies for meeting the objective of building healthier, safer and more equitable communities. We measure how effectively our tactics and tools are executing the strategies to achieve a positive impact for our region.

It is our partnership with community businesses as sponsors that helps fuel the engine that is the Compassionate Communities Movement.

### OBJECTIVE: RESIDENTS EMPOWERED AND EQUIPPED TO BUILD HEALTHY, SAFE AND EQUITABLE COMMUNITIES.

	STRATEGY	TACTICS AND TOOLS	MEASUREMENT
1	Increase the number of volunteers to the	Compassion Ambassador training for Adult and Youth	# of additional volunteers (how to measure?)

	region's non-profit organizations	Compassion at Work training Compassionate Community meetings Volunteer placement Empowerment2Policy youth training	# attending community meetings. # new volunteers/year
2	Increase number of residents engaged in the well-being of their community.	Compassion Ambassador training for Adult and Youth Compassion at Work training Community meetings Volunteer placement Empowerment2Policy for youth Peace Pole Gardens Project	# of residents who attend offered trainings # of residents who attend the community meetings # of residents who join one of the CA teams # of residents who attend relationship-building gatherings with law enforcement # of residents who participate in Peace Pole Garden Project events
3	Improve public safety	Collaboration with Sacramento Community Police Review Commission on public meetings and events with law enforcement and residents. Mentoring and connecting residents to community safety experts and advocates. Peace Pole Gardens Project	Reduction in traffic collisions and fatalities. Reduction in crime. # of residents who attend the community meetings # of residents who join one of the District teams # of residents who attend relationship-building gatherings with law enforcement # of residents who participate in Peace Pole Garden Project events
4	Improve cultural understanding and collaboration: improved engagement between resident-identified	Compassion Ambassador training for Adult and Youth Compassion at Work training Compassionate Community meetings	# of residents who attend offered trainings # of residents who attend the community meetings # of residents who join one

issues between cultural groups	Volunteer placement Empowerment2Policy for youth Peace Pole Gardens Project	of the District teams # of residents who attend storytelling and other cultural understanding events. # of residents who participate in Peace Pole Garden Project events
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It is widely recognized in the community development field that neighborhoods have the capacity, responsibility and assets to determine their health, make their neighborhoods safe and secure, be stewards of their local environment, build a resilient economy, have access to healthy food, enrich their children’s lives, and care for each other in our everyday challenges.

The details below illuminate the five components of a Compassionate Community that the District Compassion Ambassadors support:

- Identifying obstacles and problems
- Inspired ideas for community building
- Community safety, health and wellness
- Storytelling and relationship building
- Celebration

## POSITIVE IMPACT FOR BUSINESSES

Businesses include:

- Large and small businesses
- Developers
- Property Business Improvement District (PBIDs) (e.g. Midtown Business Association)
- Landlords & property managers
- Charter schools

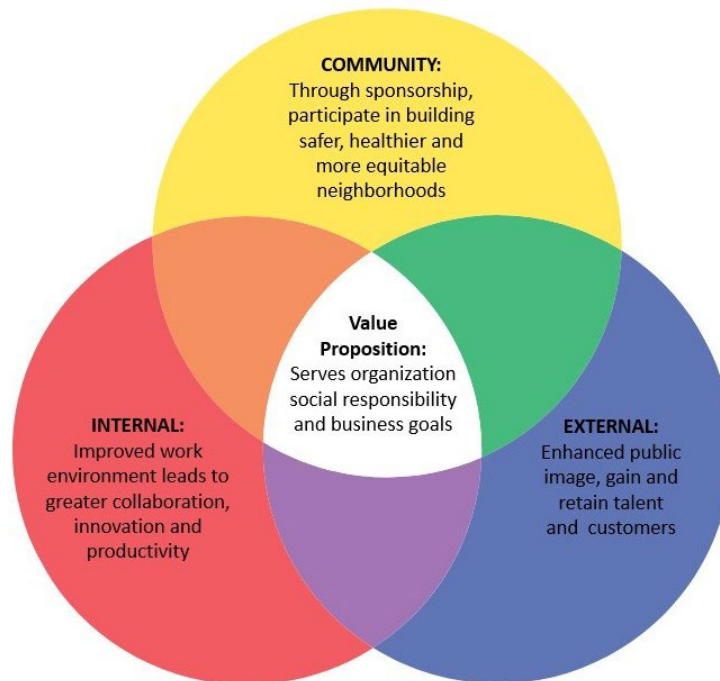
The positive impact to businesses for being socially responsible that are detailed below, include:

- Increased profitability as many customers prefer to purchase from socially responsible companies
- Positive business culture and a more engaged and resilient workforce improves productivity



- Ability to attract and retain talent (especially young talent)
- Investors are increasingly looking to invest in socially responsible businesses

#### Sponsorship Value Proposition



From the article ***Want To Engage Millennials? Try Corporate Social Responsibility*** by Marissa Peretz (see full article in Appendix B):

*"Embracing corporate social responsibility can benefit the bottom line as well. In a recent Cone Communications survey, 87% of Americans will purchase a product because a company advocated for an issue they cared about, and [millennials are more likely](#) than other generations to research the issues a company supports and the extent to which the company contributes."*

Below is a summary excerpt of an article on ***5 Reasons Why Social Responsibility Matters in Business*** by Mary Purcell.

1. Consumers Look For Corporate Social Responsibility (CSR)
2. Employees Look For and Perform Better for Socially Responsible Businesses
3. It is a competitive advantage ([Harvard Business Review](#))
4. Capitalism focused strictly on profit is no longer viable
5. It is a moral obligation

See Appendix A for the source and the complete article.

Corporate Social Responsibility (CSR) is also referred to as corporate citizenship.

Three of the core elements of a CSR program that our programs support are:

- Community development and financial contributions
- Charitable giving
- Volunteer activity of employees

## **SPONSORSHIP PROGRAM BENEFITS**

Businesses in the region benefit because The Programs contribute to the active health and well-being of the community, training adults and youth to be better stewards, volunteers, and employees, including helping develop personal agency, leadership skills, value team work and critical thinking to make good decisions, and so they are already connected in their community and they have a sense of – and participate in - community engagement.

The following additional benefits for being a Compassion Ambassador Sponsor at the \$10,000 level are detailed in the Sponsor Benefits Kit:

**Complimentary** benefits that can be included in your Sponsor Benefits Kit:

- 1. Highlighted on our Compassionate Sacramento web site** - Your organization will be prominently displayed on our Compassion Ambassador Sponsors web page. Prominence based on Sponsorship level.
- 2. Highlighted in our newsletter and social media posts twice a year - \$5,000 level** - Your organization will be highlighted as a Compassion Ambassador Sponsor in our newsletter and in our social media posts. This will elevate your organization's image in the community. We will also provide content for your announcement in your own newsletter/internal communication about being a Sponsor.

**Highlighted in our newsletter and social media posts six times a year - \$10,000 level** -- To support you sharing the good works your organization and your team are doing in your place of business and in the community. This is a great way to highlight how your organization is evolving your culture by implementing compassion in the workplace and making it an even more desirable place to work. This includes photos of your Kickoff event and other inspirational

content and videos as well as photos and getting quotes from your employees who attend the *Compassion at Work Workshop* or *Compassion Ambassador Training*, as well as those who volunteer in our Compassionate Capital Region programs.

1. **Highlighted as a Sponsor in Community Meeting outreach material (printed and online).** Prominence based on Sponsorship level.
2. **A *Compassion at Work* workshop** will be offered and conducted at your place of business. This is a 90-minute training program that teaches how to demonstrate more compassion in the workplace as a part of evolving your company culture and making your organization an even more desirable place to work. Includes tools and tips for running effective and engaging meetings, relationship building, trust building, accountability, mentoring and teamwork.
  - a. The \$5,000 sponsor will receive one *Compassion at Work Workshop* per year
  - b. The \$10,000 sponsor will receive two *Compassion at Work Workshops* per year
3. **Two *Compassion Ambassador Training Guest Passes (\$10,000 level)*** Compassion Ambassadors serve your organization internally, or they serve a district, a neighborhood, a school or an organization or group. They help build bridges of understanding, inspire collective action for the greater good, and advocate for equity in all environments. A Compassion Ambassador can serve their own community or serve a different part of the capital region. Tracks for both Youth and Adults are available. If you choose to have one of your team members participate in the Compassion Ambassador Training they can become your internal Compassion Champion.
4. **Compassion Sponsor Kickoff event** - A fun and inspiring Compassion Ambassador Sponsor Kickoff event will be conducted at your place of business. This is a great opportunity for your entire organization to participate and be inspired by your commitment to having compassion be an important element of your company's culture. It is also a great way to receive positive recognition in the community and with the press for your commitment to being a compassionate organization. You will receive a sample agenda and your Chill Sacramento Liaison will work with your designated contact to make planning as easy as possible. Our Chill Sacramento team will attend your event to support your announcement and take photos of the event for you.
5. You will receive a **Compassion Ambassador Sponsor certificate** – mounted and framed to display proudly at your place of business.
6. You will receive a beautiful laminated **Compassionate Sacramento Community illustration** for display at your place of business that brilliantly expresses the areas of impact of The Programs you are helping sponsor.

7. You will receive a complimentary **display table area at our Community Meetings** and other events in your City Council district to promote your business and your commitment to being a compassionate organization.
8. **Two-minute speaking/presentation slot in the agenda at our Community Meetings** and other events in your City Council district to promote your business and your commitment to being a compassionate organization. **(\$10,000 level)**
9. **Collaborative meeting with the District Compassion Ambassador** and your designated contacts to provide insights on compassionate activities and events that are happening in your City Council district, and how you might want to participate.
10. **Onboarding of the sponsor benefits into your organization** including rollout strategy and internal training about the program coordinated with your Sponsorship Liaison.
11. Your organization will be invited to **provide volunteers to participate in bringing more compassion to our region**. Our Volunteer Manager will work with your designated company Community Engagement Liaison to make it easy for those interested to participate in the area in which they are most interested. Volunteering through Chill Sacramento will also elevate your organization's image in the community.
12. You will be provided information and guidance on how your organization can **participate in the International Compassion Games** – this is a community engagement experience that invites people around the world to inspire one another to reveal and promote acts of compassion that better our lives, our communities, and all life on Earth. Individuals or teams from your organization can participate. There is no fee to participate.

**Discounted** add-on benefits which can be included:

13. **Additional Compassion at Work workshops** at a discounted rate (see description in # 2 above).
14. **Compassion Ambassador Training** discount for your employees to attend on behalf of your organization or for the employee's personal leadership role in the community. This is a longer and more extensive training than the Compassion at Work workshop. Participants will learn how to help build bridges of understanding, inspire collective action for the greater good, and advocate for equity in all environments. A Compassion Ambassador can serve their own community or serve a different part of the capital region. They serve a district, a neighborhood, a school or an organization or group.
15. **Peace Pole Garden Team building opportunities** - Peace Pole Projects enable your employee teams to creatively express their dedication to peace and compassion. You can choose to have a single team create a Peace Pole for your entire organization (up to 30 people), or multiple teams can be designated (e.g. by department, division or cross-

functional teams) to create a fun and inspirational team building event. This offering includes introduction to the concept of creating a Peace Pole and facilitation for the design, creation, presentation and placing of the Peace Pole(s).

#### **EXCLUSIVE CONTRACT SERVICES:**

**Custom Internal drip campaign – Cost based on campaign design.** *Only Sponsors are offered this service.*

For your employee newsletter and/or intranet, to inspire, educate and motivate your team to participate in living and exemplifying compassion in the workplace. Includes articles, videos and memes, updates or announcements of community events and trainings, and books to read, to help keep compassionate decision-making top of mind in the culture of your company. Also includes how to mindfully prepare for an effective meeting. What you will be provided for your internal drip campaign can also be used by you for your external social media activities.

#### **POSITIVE IMPACT FOR THE RESIDENTS / COMMUNITY**

The Residents / Community include:

- Homeowners
- Renters
- Homeless / Unhoused

Safer streets, more effective resident advocacy and support of resident-backed initiatives, more volunteer hours spent in the community, more random acts of kindness between neighbors, and increase in number of empowered, engaged youth in leadership, organizing and volunteerism.

CA's and their team work for the residents in their district. They are unencumbered by a stakeholder agenda, so have more space to see connections within the community to see how issues can be addressed and bring community stakeholder groups together so something good can move forward around relationships (e.g. between police and the community) and projects.

The role of the CAs is to be an asset for the district residents to use in their ownership of and effectively acting upon the issues and ideas in their neighborhoods and their district. They facilitate the residents of the district to do the work, build the relationships, make the connections, and implement their vision and goals. They are heart and inspired-mind training wheels for a community, so the community can do the work to fulfill their vision. The CAs act at the will of the residents and can support the community as a connector, weaver, guide, mentor, facilitator, counsellor, elder, or steward.

The CAs are ambassadors and facilitators of compassionate decision making and activities in the district. They contribute to the active health and well-being of the community, and train and mentor adults and youth to be better stewards, volunteers, employees, expand personal agency, leadership skills, value team work and critical thinking to make good decisions. They are resident of and connected in their community and are already active in community engagement.

They inspire and support people's capacity to co-create a healthy community, discover their potential, understand each other's value and how they work together to create something much more powerful instead of just stopping something bad happening.

## **POSITIVE IMPACT FOR COMMUNITY ORGANIZATIONS**

Community Organizations include:

- Non-profits – large and small
- Grass roots activists and special interest
- Neighborhood associations
- Faith-based organizations
- Hospitals, med centers & universities

The Programs help community organizations build capacity by training and mentoring folks to find their voice, their passion and how to be effective, resilient volunteers and volunteer community leaders. An effort which is designed to increase the number of volunteers within the region and help build capacity for nonprofits and community projects. The Compassion Ambassador team for each district looks for ways to support the community organizations' missions by keeping an eye out for capacity-building or funding partnership opportunities and by making introductions that weave the community together.

## **SPONSORSHIPS STRATEGY**

The primary steps to enrolling and retaining Sponsors are:

1. Propose
2. Close
3. Onboard
4. Ongoing relationship management / maintenance

## **SPONSORSHIPS ACTION PLAN**

This section provides the overview of the strategy and process for:



- Who to approach to invite to be a sponsor
- Who from the Chill Sacramento team will reach out and make the invitations
- The methods for making the invitations
- The marketing and other materials used in the invitations
- Sponsorship options (amount and frequency of funding)
- Retaining and maintaining Sponsors

## **WHO TO APPROACH TO INVITE TO BE A SPONSOR BUSINESSES**

### Types

- Large organizations 200 + employees
- Mid-size organizations with 16 – 200 employees
- Small organizations with 1 – 15 employees

### Key contacts

- Owner / President
- CEO
- Human Resources Director
- Social Responsibility Director
- Marketing Director

Ideal candidate organizations have in place some or all these elements of a socially responsible organization:

### Governance

- Corporate/business social responsibility is an integral element of their business culture
- The company has a corporate social responsibility steward designated and active
- The company has social responsibility goals and measurements

### Employees

- They have equal opportunity, non-discrimination, and sexual harassment prevention and associated training integrated into their employment policies
- There is equity for all in hiring, pay and promotions

### Community

- Full-time employees are encouraged, and allowed any paid or non-paid time off hours options, to engage in community service
- The organization has goals and measurements for the number/percent of workers participating in community service
- The organization has a budget for, and is active in, financial philanthropy in their local community

#### Environment

- The organization has energy efficiency goals and measurements
- The organization has an active recycling program

### COMMUNITY ORGANIZATIONS

- Merchants associations within each district
- Neighborhood Associations
- Property improvement districts (PBIDS) - Prospecting partnerships for marketing sponsorship opportunities to their members/community

We will partner with community organizations to help us promote the sponsorship opportunity to their communities / members, however we will not be approaching them to provide funding for our program themselves. By developing relationships with community organizations and merchant associations or property and improvement districts (PBIDS) they may be willing to provide ideas and connections for us to potential sponsors so Chill Sacramento doesn't have to approach so many individual businesses. Examples of local Sacramento PBIDS are the Midtown Business Association and Stockton Boulevard Business District. We will develop relationships with these organizations and invite them to include our sponsorship opportunity in their communication to the local businesses, and ideally they will collect the monies from businesses on our behalf.

### WHO WILL APPROACH POTENTIAL SPONSORS

**The members of the Chill Sacramento Team who may make the invitations include:**

- Chill Sacramento Board President
- Chill Sacramento Executive Director
- Chill Sacramento Board Funding Chair and their committee
- Chill Sacramento Board Community Partnerships Chair and their committee

- CCR Program Lead

## **WHEN – Timeline**

- Now: We have added “Who do you know?” on the back of our CCR Compassion in Action Interest Cards to solicit ideas for organizations who may be interested in being sponsors
- Soon: We will start reaching out and making invitations as soon as we have presentation materials

## **HOW**

The elements needed to begin making sponsorship invitations include:

- Craft the ask (invitation) including the agenda for the first proposal meeting (see appendix C for sample agenda and appendix D for meeting prep checklist)
- Determine (and train) the people doing the inviting
- Pitch decks (3 versions)
  - Businesses (first priority)
  - Community Organizations
  - City of Sacramento / District Offices
- Proposal including the contribution level and schedule
- Leave behind materials
- Sponsorships web page
  - Inviting sponsors
  - Highlighting existing sponsors
- Internal follow up process to invitations
- Follow up with prospects after the invitation has been made
- Create a restricted fund class for accounting purposes so the sponsorship funds go to the administration of The Programs, with 8% routed into the General Fund for The Programs use of Chill Sacramento overhead and tools expenses. The Treasurer directs the bookkeeper to make the changes in QuickBooks.

Agenda for the initial proposal meeting with the potential sponsor includes:

1. Introduction of meeting attendees
2. Show the inspirational video (we will produce) of the problem and social impact benefit of their involvement.
3. Introduce Chill Sacramento vision and mission including The Programs – will be a customized inspirational story that is the Why for that specific organization
4. Overview of the sponsorship opportunity
5. Details and benefits of The Programs including economic and social impact

6. Sponsorship options (amount and frequency)
7. How we will be promoting them
8. Volunteer opportunities for their organization
9. Next steps

## **ONBOARDING SPONSORS**

Once a sponsor is signed up the onboarding process will begin, including:

- Send the sponsor a welcome and thank you message (see template in the Appendix F)
- Establish the sponsor's payment(s) process
- Send the Sponsor Kit with details of the process and the benefits they have chosen to take advantage of
- Capture sponsor's logo and summary description of their business
- Add the sponsor to on the Compassionate Capital Region Sponsorship web page
- Determine and set up the process to report programs progress and results in accordance with the sponsor's requirements or our standard reporting process

Notes:

- See the Appendix E for the Sponsor Onboarding Checklist
- See the Appendix F for the Sponsor Welcome and Thank You Template
- See the Appendix G for the Sponsor Benefits Selection Checklist
- See the Appendix H for Sponsor Benefits Implementation Tracking Checklist

Three slightly different pitch decks and associated leave behinds will be developed:

- Businesses (first priority)
- Community Organizations
- City of Sacramento / District Offices

## **SPONSORSHIP LEVEL AND FREQUENCY STRATEGY MODELS**

There are two levels of sponsor financial commitment:

- \$5,000
- \$10,000

For example:

- 60 organizations contributed \$5,000 per year = \$300,000 per year
- 60 orgs contributed \$10,000 per year = \$600,000 per year

Business budget categories from which the funds may be assigned: Community Engagement, Social Responsibility, Corporate Responsibility, Charitable Giving.

## ROLES AND RESPONSIBILITIES

The Sponsorships Program and its activities are supported by an operational team from various areas of the Chill Sacramento organization, as well as the Sponsor Organizations. Below is a list of the roles, then the descriptions of each of the roles and responsibilities of this Sponsorships Program operational team, along with the area of the Chill Sacramento organization each role is a part of.

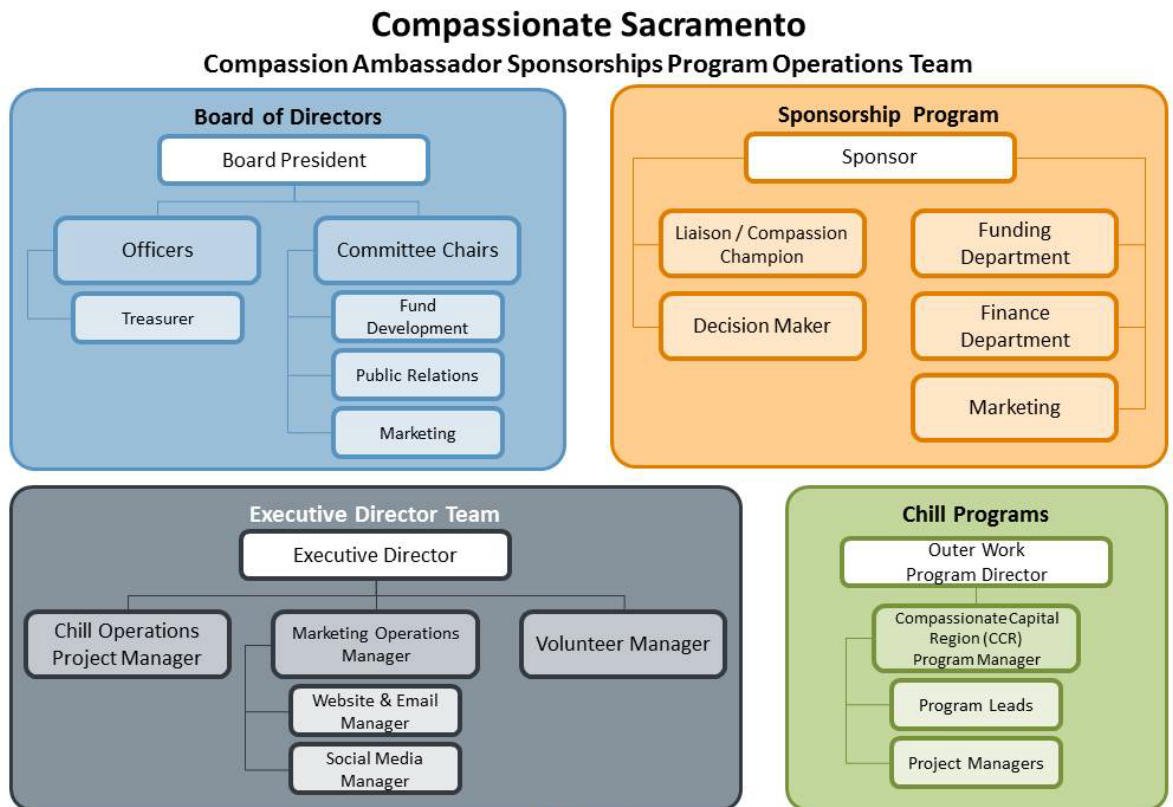
NOTE: We are basing our entire organization on the Servant as Leader model. A good description of this model can be found in the book: *The Power of Servant Leadership* by Robert K. Greenleaf. As a result, Chill Sacramento embraces a “servants who lead” model rather than a “serving the leader” model.

The operational team member roles and areas of the Chill Sacramento organization they come from are the:

- Board of Directors
  - Fund Development Committee Chair
  - Marketing Committee Chair
  - Public Relations Committee Chair
  - Treasurer
- Executive Director Team
  - Executive Director
  - Volunteer Manager
  - Marketing Operations Manager
    - Web site & email Manager
    - Social Media Manager
- Programs
  - Program Director - Chill Sacramento Outer Work
    - Program Manager - Compassionate Capital Region (CCR)
      - Program Leads
      - Project Managers
- Sponsor Organization

- Decision Maker
- Sponsorship Liaison – this is a project management type role for implementing the sponsor benefits
- Compassion Champion – this person stewards the Sponsor organization in becoming a more compassionate organization. May be the person who takes the *Compassion Ambassador Training* and ensures that compassion is incorporated into the corporate culture on an ongoing basis
- Funding Department contact (whose budget the funds come from)
- Finance Department contact
- Marketing Department contact
- Community Engagement/Volunteer Liaison – works with our Chill Volunteer Manager and or Project Lead/Project Manager to facilitate sponsor volunteers for the Chill Programs

Below is a graphic that shows the various members of this operational team along with the area of the Chill organization or Sponsor organization they are a part of.



Peace Within Us. Peace Between Us.



[ChillSacramento.org](http://ChillSacramento.org)



## FUND DEVELOPMENT BOARD COMMITTEE CHAIR

The Funds Development Chair will work with the Board to establish a fundraising plan that incorporates a series of special events, direct mail, product sales, etc. They support the Board in all efforts to raise money, being mindful of timelines, planning and executing events, and troubleshooting as necessary. Works with Marketing & Public Relations chairs to ensure all donors are recognized appropriately on all channels. Analyze relationships with current and prospective major donors and funders, corporate sponsors (devise sponsorship packages), and develop individualized strategies and work with Board to cultivate or strengthen those relationships. They understand all programs and oversee funds development for all programs. They determine which funders are good for what programs/events. They report funds financials to the Board Treasurer (they are a fiscal team) and will liaison to other Board members for Board input and reporting. They help coordinate which programs request funding from which sources.

The Funds Development Board Chair determines the Fund Development Strategy including who to invite to be sponsors:

- Business
- Granting organizations
- Community organizations
- City money

The Funds Development Board Chair's committee consists of two primary roles:

Fund Developer for all programs and projects

- May go out with Board member or Program Manager to potential sponsors (pitch team) meetings
- Funds Developer opens the door and the Program Manager or Board member closes the deal

Fund Administration and & Financial Coordination (Chill Project Manager)

- Administration to support Fund Developer's work
  - Follow up and Sponsor onboarding
  - Relationship maintenance for all sponsors
- Financial coordination with the Board Treasurer

- Need to have some financial awareness (e.g. how to collect and report data to the Board Treasurer)

The Board Public Relations Committee Chair will collaborate with the Marketing Committee Chair to develop a Sponsorships Marketing Strategy Plan with input from the Marketing Operations Manager.

The Marketing Operations Manager will develop and maintain the promotional calendar and implement the social media strategy utilizing the social media calendar tool.

## **FINANCIALS**

The Compassion Ambassador Training Program and the Compassionate City Movement CA Program (including the Community Meetings) may be fully funded by the Compassion Ambassador Sponsorships. Other sources of funding may be donations, grants and professional services contracts.

Below are the following funding summaries and detail:

- Total funding requirements summary for the two programs
- Funding requirements for the Compassion Ambassador Training Program
  - Summary
  - Detail
- Funding requirements for the CA Program
  - Summary
  - Detail

## **STAFFING SUMMARY**

\$261,360 - First six months

\$522,720 - Yearly (after first six months)

*Staffing Detail*

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## **FINANCIAL REQUIREMENT TO FUND THE DISTRICT COMPASSION AMBASSADORS**

DESCRIPTION	NOTES	FIRST 6 MONTHS	Amount per Year ONGOING
<b>9 DISTRICT COMPASSION AMBASSADORS</b>	\$2,000 per Ambassador stipend per month	<b>\$108,000</b>	<b>\$216,000</b>
<b>3 PART TIME STAFF FOR THE FIRST 6 MONTHS</b>	<b>Specific to the District Compassion Ambassador Program</b>		
<b>PROGRAM MANAGER</b>	\$35,000 for first 6 months + 10% for benefits & payroll taxes	\$38,500	
<b>PROGRAM LEAD</b>	\$27,500 for first 6 months + 10 % for benefits & payroll taxes	\$30,250	
<b>PROJECT MANAGER</b>	\$27,500 for first 6 months + 10 % for benefits & payroll taxes	\$30,250	
<b>ESTIMATED EXPENSES FIRST 6 MONTHS</b>	Yet to be identified	\$35,000	
	<b>TOTAL first 6 Months Includes CA stipends</b>	<b>\$242,000</b>	
<b>8% CHILL SACRAMENTO ADMINISTRATION OVERHEAD</b>		<b>\$19,360</b>	
	<b>TOTAL first 6 Months Includes CA Stipends &amp; Chill Administration Overhead</b>	<b>\$261,360</b>	
<b>3 FULLTIME STAFF ONGOING (TRANSITIONED FROM PART TIME ABOVE)</b>	<b>Specific to the District Compassion Ambassador Program</b>		
<b>PROGRAM MANAGER</b>	\$70,000 / year + 10% for benefits & payroll taxes		\$77,000
<b>PROGRAM LEAD</b>	\$55,000 / year + 10% for benefits & payroll taxes		\$60,500
<b>PROJECT MANAGER</b>	\$55,000 / year + 10% for benefits & payroll taxes		\$60,500
<b>ESTIMATED EXPENSES PER YEAR</b>	Yet to be identified		\$70,000
	<b>TOTAL Annual (after first 6 months) Includes CA stipends</b>		<b>\$484,000</b>

<b>8% CHILL SACRAMENTO ADMINISTRATION OVERHEAD</b>	<b>\$38,720</b>
	<b>TOTAL Annual (after first 6 months) Includes CA Stipends &amp; Chill Administration Overhead</b>
	<b>\$522,720</b>

#### EXPENSES SUMMARY CA PROGRAM

\$6,108 - One-time (startup) and occasional expenses

\$760 – Annual expenses

#### EXPENSES DETAIL CA PROGRAM

One-time and Occasional Expenses				
#	Item	Quantity	Cost	Total Cost
1	6' Retractable Banner	7	\$200	\$1,400
2	Clear plastic meeting travel kit bin	7	\$15	\$105
3	8 X 12 Lucite stands (3 for each district)	21	\$3	\$63
4	Enlarge (copy) and laminate 8-district map	7	\$20	\$140
5	Large Post It easel pad (\$50) with easel (\$40) and markers (\$15) = Total \$105	8	\$105	\$840
6	Portable P.A. system - Microphone & Speaker \$100 - Heavy-duty extension cord \$15	8	\$115	\$920
7	Projector \$200 Screen \$100 Heavy-duty extension cord \$15	8	\$315	\$2,520
8	Pens and clipboards (2 per district)	8	\$15	\$120

			<b>TOTAL</b>	<b>\$6,108</b>
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<b>Ongoing Expenses</b>				
	<b>Item</b>	<b>Quantity</b>	<b>Cost</b>	<b>Total Cost</b>
1	Make copies of materials for Compassionate City Community Meetings: - Resolution - 50 per meeting - Overview brochure - 50 per meeting - Interest cards - 50 per meeting 2 meetings per year per district	16	\$37.50	\$600.00
2	Pens for Compassionate City Community Meetings	16	\$10	\$160.00
			<b>TOTAL</b>	<b>\$760.00</b>

## APPENDIX A - 5 REASONS WHY SOCIAL RESPONSIBILITY MATTERS IN BUSINESS

Businesses and economic systems are bending under the expectations and obligations to be socially responsible. On a global level, governments and private corporations must be more and more accountable for their impact on the environment, and for who they help or hurt.

Here are 5 reasons why social responsibility matters in business:

### 1. Consumers Look For Corporate Social Responsibility (CSR)

- More than 88% of consumers think companies should try to achieve their business goals while improving society and the environment
- 83% of consumers think companies should support charities and nonprofits with financial [donations](#)

### 2. Employees Look For and Perform Better for Socially Responsible Businesses

- 32% of employees would seriously consider leaving their job if their company gave no/little money to charity
- 65% would seriously consider leaving their job if their company harmed the environment
- 83% would seriously consider leaving their job if their employer used [child labor](#) in sweatshop factories
- CSR practices are seen as important to employee morale (50%), loyalty (41%), retention (29%), recruitment of top employees (25%) and productivity (12%)

### 3. It is a competitive advantage ([Harvard Business Review](#))

- Every company needs “a unique position – doing things differently from competitors.” Philanthropic projects show a particular and distinctive identity.
- “CSR can be much more than a cost, a constraint, or a charitable deed – it can be a source of opportunity, innovation, and competitive advantage.”

### 4. Capitalism focused strictly on profit is no longer viable

- Investors will sever business ties with companies that are caught damaging the environment or engaging in socially damaging practices.
- A fourth sector of the economy is emerging – “for-benefit.” Different from non-profit, for-profit, or governmental sectors, this is a group that operates on earned income but gives top priority to an explicit social mission over profit for the sake of profit.

### 5. It is a moral obligation

- Domestically – businesses need to give back to the communities and nations that provided them the opportunity to succeed



- Globally – economic and security concerns/events can immediately have a negative global impact. Investing, developing, and doing-no-harm will strengthen all sectors of business.

by Mary Purcell Source: Movingworlds.org

Article captured from: <https://borgenproject.org/5-reasons-why-social-responsibility-matters-in-business/>

## APPENDIX B – ENGAGEMENT THROUGH CORPORATE SOCIAL RESPONSIBILITY

Forbes article contributed by Marissa Peretz:

<https://www.forbes.com/sites/marissaperetz/2017/09/27/want-to-engage-millennials-try-corporate-social-responsibility/#1ec651fa6e4e>

Millennials are becoming even more engaged in philanthropic causes in 2017 than they were in late 2016, according to Phase 1 of the [Millennial Impact Report](#). At the same time, employers continue to search for ways to engage millennials to successfully attract, hire and retain them. As millennials become an [increasingly large percentage of the workforce](#), companies may take the opportunity to support their local community. Colleagues working together to accomplish a shared goal can have a positive effect on company culture. Embracing corporate social responsibility can benefit the bottom line as well. In a recent Cone Communications survey, 87% of Americans will purchase a product because a company advocated for an issue they cared about, and [millennials are more likely](#) than other generations to research the issues a company supports and the extent to which the company contributes.

### LEADING BY EXAMPLE

What does corporate social responsibility look like? There is a wide range of options. Some opportunities involve multiple companies devoted to community service. One such event is organized by nonprofit [Technology Underwriting Greater Good](#) (TUGG), which was founded by 3 venture capitalists from [Accomplice](#) and [General Catalyst](#). “Our Annual Tech Gives Back day of service is the largest day of service in the tech industry globally,” said Elizabeth Dobrka, Executive Director of TUGG. “This is our 7th year, and we will have 1500 volunteers and 90+ companies at 50+ volunteer sites.” Participating companies include [Wayfair](#) and [WeWork](#).

The opportunities are as diverse as the employees who volunteer for them. “We accumulated 1,570 volunteer hours on company time in 2016,” said Amy Hattan, Vice President of Corporate Sustainability at engineering firm [Thornton Tomasetti](#). “One group used their time to volunteer at [GrowNYC](#)’s Teaching Garden, an urban farm featuring vegetable beds made from recycled plastic lumber, a small-scale farm, fruit trees, a high-tunnel greenhouse and rainwater harvesting systems.”

While some companies have formal programs, others let employees follow their individual passion for volunteering. “Our leadership team doesn’t dictate where people volunteer because we want our team members – those who live and work in the communities we serve – to decide where their time will have an impact,” said Chris Martin, President and CEO, [Provident Bank](#). “Whether that’s picking up a hammer and helping Habitat for Humanity or

spending the day throwing strikes during the Big Brothers Big Sisters Bowling Tournament, we encourage all team members to take time to give back. That is why we give every employee 2 paid days per year to volunteer.”

Corporate social responsibility may even dovetail with the company’s main business. “United By Blue, a sustainable outdoor apparel company with a strong focus on waterway conservation, allows its employees to take time off to volunteer at our company-hosted cleanups,” said [United By Blue](#) PR Associate Ethan Peck. “These take part on/near bodies of water (rivers, lakes, ponds, oceans, etc.) and are part of our mission to remove a pound of trash for every product sold - something we've stringently followed. We've picked up over a million pounds of trash thus far!”

Some companies approach projects with a longer time frame. “There is a nice trend in Fortune 500 companies such as Johnson & Johnson and Cigna that offer global pro bono advisor or volunteer programs to their employees,” said Paula Caligiuri, PhD, D'Amore-McKim School of Business Distinguished Professor at [Northeastern University](#). “In these programs, employees are on loan, whether for a few weeks or several months, to volunteer their professional skills in in developing countries. Companies can achieve their CSR goals while dramatically increasing employee engagement through volunteerism.

## **PERSONAL DEVELOPMENT BUILDS STRONG LEADERS**

If your company does not currently have a corporate social responsibility program, you can spearhead a social or volunteer project in your company. This is an opportunity to develop leadership potential while helping a worthy cause. If you are the owner of a volunteer project, you can show that you can lead via influence and collaboration rather than leveraging a title to push a project forward. This can bring you out of a work related rut as well, and provide a purpose to channel your time and effort that will positively affect a large number of people.

Look for opportunities to do something you are passionate about, and your chance of successful implementation is even better if there is an executive who is interested in this topic who may help influence others in the company. If you are able to exert influence, you end up working outside of your direct reporting structure. This allows you to build ties across departments. Once you have this network, when you eventually want to ask them to help with work related projects, you will have established a genuine relationship with them based on a foundation of shared values and they will be familiar with your work ethic. The more you build this network, the stronger your reputation within the company will become. Be careful,

however, to have the right mindset and motivation when you suggest a volunteer project. It is easy for people to tell when their coworkers have ulterior motives for philanthropic work.

We spend at least a third of our lives at work. And often times we focus so much on the next deadline that it is easy to lose sight of the big picture. We have the opportunity to leave a legacy – one where we accomplish more than earning a paycheck for ourselves and give back to the greater good of the world.

## APPENDIX C - SPONSOR PROPOSAL MEETING AGENDA

Below is a sample initial sponsor proposal meeting agenda including supporting materials, and list of leave behind materials.

### AGENDA

1. Introduction of meeting attendees
2. Show the inspirational video (we will produce) of the problem and social impact benefit of their involvement.
3. Introduce Chill Sacramento vision and mission including The Programs – will be a customized inspirational story that is the Why for that specific organization
4. Details and benefits of The Programs including social impact
5. Overview of the sponsorship opportunity
6. Sponsorship options (amount and frequency)
7. How we will be promoting them
8. Highlight other sponsor benefits
9. Volunteer opportunities through Chill Sacramento for their organization
10. Next steps

### SUPPORTING MATERIALS to bring to the proposal meeting

- Branded Meeting Agenda with attendee names
- Abundant Community Elements laminated illustration
- Proposal slide deck

### LEAVE BEHIND MATERIALS

- Brochures
- Sponsor Benefits Kits

## APPENDIX D – SPONSOR PROPOSAL MEETING PREP CHECKLIST

### PRE-MEETING PREPARATION

- ☐ Meeting date/time:
- ☐ Meeting Location:
- ☐ Determine Chill Sacramento attendees
- ☐ Confirm prospect attendees (names and titles)
- ☐ Customize the branded meeting agenda including attendee names
- ☐ Prepare customized slide deck
- ☐ Internal strategy meeting with Chill Sacramento meeting attendees
- ☐ Print leave behinds
  - Agendas
  - Brochures
  - Sponsor Benefits Kits

### MEETING PACKING

- ☐ Laptop, projector & extension cord
- ☐ Customized slide deck with video
- ☐ Laminated Abundant Community Elements illustration
- ☐ Leave behinds
  - Agendas
  - Brochures
  - Sponsor Benefits Kits

## APPENDIX E - SPONSOR ONBOARDING CHECKLIST

Below are the activities that will be completed as the Sponsor Onboarding Process based on sponsorship level (\$5,000 or \$10,000) and the Sponsor benefits they have chosen to implement.

- ☐ Sponsor Organization Name
- ☐ Sponsor Organization Domain Name
- ☐ Sponsor Organization contacts information (name, department, title, phone, email)
  - Compassion Champion contact
  - Decision Maker contact
  - Funding Department contact
  - Finance Department contact
  - Marketing Department contact
  - Sponsorship Liaison contact
- ☐ Chill Sacramento contacts information (name, title, phone, email)
  - Sales person contact
  - Steward of the relationship contact (Sponsorship Admin)
  - Sponsorship Onboarding contact (Project Manager)
  - Financial liaison contact
  - Marketing contact
  - Volunteer Manager (as applicable)
- ☐ Sponsor Organization financial commitment (amount and frequency)
- ☐ Sponsor Organization financial commitment reporting requirements
- ☐ Sponsor Organization information for Chill Sponsors web page and social media
  - Sponsor Organization logo
  - Sponsor Organization general description
  - Sponsor Organization commitment to / alignment with compassion description
- ☐ Welcome / Thank you email
- ☐ Sponsor launch event
- ☐ Establish regular reporting based on their requirements or our standard template
  - Add the designated sponsor contact to our newsletter distribution list
- ☐ Shout out in our monthly newsletter
- ☐ Work with the Sponsor Liaison for onboarding and implementation of Sponsor Benefits (Chill Project Manager/Project Lead)
- ☐ Work with the Sponsor Compassion Champion to offer and coordinate Chill Sacramento volunteer opportunities (Chill Volunteer Manager)

## APPENDIX F - SPONSOR WELCOME AND THANK YOU TEMPLATE

The Sponsor welcome and thank you letter – based on the template below - will be sent to the Sponsor organization in both an email and printed (U.S. mail) format. The Board Fund Developer will customize the letter based on the individual sponsor organization information. The letter will be sent from (as authored by) the Chill Sacramento Founder and Board President Laura Hansen. Note: The Funding Department contact in the contacts list below indicates the department's budget from which the funds will be provided.

Dear [NAME OF SPONSOR EXECUTIVE AND/OR COMPASSION CHAMPION],

Thank you for your financial sponsorship of the Compassionate Capital Region Compassion Ambassador Training and District Compassion Ambassador Program (The Programs). Your organization will influence other organizations, community leaders and residents to make compassionate decisions, leading to positive social impact for the Sacramento region.

As we discussed, you have committed to [\$AMOUNT] [FREQUENCY], coordinated by your designated finance/accounting contact in collaboration with our nonprofit Board Treasurer.

### BENEFITS SETUP AND INTERNAL LAUNCH EVENT

The first step in getting things going will be us contacting your designated Sponsorship Liaison and in-house Compassion Champion (in some cases this will be same person) to review your benefits and the information we will need to ensure you have the best experience as a Sponsor.

During this meeting we can also discuss ideas for how to announce the partnership to your employees and if you'd like to meet with the District Compassion Ambassador for your City Council district. And, our Volunteer Manager will work with your Compassion Champion to set up the employee community volunteer benefit to make it simple and easy for your employees to get involved through Chill Sacramento.

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### PUBLIC ANNOUNCEMENT

We will connect with your designated marketing contact to request your logo and information about your company so we can add you to our Sponsorship page of our web site and announce the partnership in our upcoming newsletter and through all our social media channels.

You will receive quarterly updates from us about the progress, outcomes and impact of The Programs in which you have invested.



For your convenience, we have included below your organization’s designated contacts as well as our team members who will be stewarding your participation as a sponsor.

CONTACT TYPE	SPONSOR CONTACTS	COMPASSION AMBASSADOR PROGRAM TEAM CONTACTS
<b>EXECUTIVE / DECISION MAKER</b>	Name Title Phone Email	
<b>COMPASSION CHAMPIONS YOUR COMPASSIONATE COMPANY ACTIVITIES</b>	Name Title Phone Email	
<b>SPONSORSHIP LIAISON – STEWARDS YOUR SPONSORSHIP BENEFITS</b>	Name Title Phone Email	Name Project Lead Phone Email
<b>FUNDING DEPARTMENT</b>	Name Title Phone Email	
<b>FINANCE / ACCOUNTING</b>	Name Title Phone Email	
<b>MARKETING</b>	Name Title Phone Email	
<b>COMMUNITY ENGAGEMENT / VOLUNTEER LIAISON</b>	Name Title Phone Email	

Thanks again for your sponsorship of these programs and your commitment to the well-being of our community. My contact information is below. Please reach out to me anytime.

Thank you,

Laura Hansen

Chill Sacramento Founder and Board President

## APPENDIX G - SPONSOR BENEFITS SELECTION CHECKLIST

Once the sponsor has made their commitment, the Chill Project Lead will coordinate with the sponsor to determine which of the following benefits the sponsor would like to participate in. Use the checklist below to track which benefits the sponsoring organization has chosen.

[SPONSORING COMPANY NAME]

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### **Complimentary benefits the Sponsor has chosen:**

- ☐ Your organization will be prominently displayed on our Compassion Ambassador Sponsors web page. Prominence based on level.
- ☐ Your organization will be highlighted as a Compassion Ambassador Sponsor in our newsletter and in social media posts. Prominence based on level.
- ☐ Your organization will be highlighted as a sponsor in Community Meetings outreach material (printed and online). Prominence based on level.
- ☐ *Compassion at Work workshop* will be offered for your organization – this is a 90-minute training program at your place of business that teaches how to demonstrate more compassion in the workplace as part of your company culture. \$5,000 – one per year / \$10,000 – two per year
- ☐ Two guest passes for the *Compassion Ambassador training* program for the \$10,000 level.
- ☐ A fun and inspiring Compassion Ambassador Sponsor Kickoff event will be conducted at your place of business.
- ☐ You will receive a Compassion Ambassador Sponsor certificate – mounted and framed to display proudly at your place of business.
- ☐ You will receive a beautiful laminated Compassionate Capital Region illustration for display at your place of business that brilliantly expresses the areas of impact of The Programs.
- ☐ You will receive a complimentary display area our Community Meetings and other events in your City Council district to promote your business and your commitment to being a compassionate organization.
- ☐ 2-minute speaking slot in the agenda at Community Meetings in your City Council district
- ☐ We will facilitate a collaborative meeting with our District Compassion Ambassador and your designated contacts to provide insights on compassionate activities and events that are happening in your City Council district.
- ☐ Onboarding of sponsor benefits into your organization including rollout strategy and internal training about the program coordinated with your Sponsorship Liaison.

- ☐ Your organization will be invited to provide volunteers to participate in bringing more compassion to our region through Chill Sacramento. Our Volunteer Manager will work with your designated company Community Engagement Liaison to make it easy for those interested to participate.
- ☐ You will be provided information and guidance on how your organization can participate in the International Compassion Games.

**Discounted add-on benefits the sponsor has chosen:**

- ☐ Additional *Compassion at Work* workshops at a discounted rate.
- ☐ *Compassion Ambassador Training* discount for your sponsored employees to attend on behalf of your organization or for the employee's personal leadership role in the community.
- ☐ Peace Pole Garden Team building opportunities (select from the 2 options below)
  - ☐ Single Peace Pole Team (up to 30 people) event
  - ☐ Multiple Peace Pole Teams event

## APPENDIX H - SPONSOR BENEFITS IMPLEMENTATION TRACKING CHECKLIST

The Compassionate Sacramento Project Lead and Project Manager will work together with the sponsor's designated Sponsorship Liaison to implement the benefits chosen by the Sponsor using the following Sponsor Benefits Implementation Tracking Checklist.

[SPONSORING COMPANY NAME]

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City Council District the Sponsoring Company is in: \_\_\_\_\_

### **Complimentary benefits the Sponsor has chosen:**

- ☐ Your organization will be prominently **displayed on our Compassion Ambassador Sponsors web page**. Prominence based on level.
  - ☐ Get sponsor's logo, brief business description and quote about their participation in the program and/or their commitment to corporate social responsibility
- ☐ Your organization will be **highlighted as a Compassion Ambassador Sponsor in our newsletter and in social media posts**. Prominence based on level.
  - ☐ Get sponsor's input, employee quotes and photos
  - ☐ Enter the sponsor designated contact to our newsletter distribution list
- ☐ **Highlighted as a Sponsor in Community Meeting outreach material** (printed and online). Prominence based on level.
  - ☐ Collaborate with sponsor's social media / marketing manager
  
- ☐ **Compassion at Work workshops** will be offered for your organization – this is a 90-minute training program that teaches how to demonstrate more compassion in the workplace as part of your company culture. One workshop for \$5,000 level. Two workshops for \$10,000 level.
  - ☐ Collaborate with the sponsor's designated contact to schedule the event and request headcount Enroll Compassion at Work trainer(s) – CA Trainers
  - ☐ Schedule with our Chill Sacramento Marketing Manager to have a Chill photographer attend to take photos and get a few quotes from attendees
  - ☐ Ensure that the photos and quotes are included in our newsletter and social media posts

- ☐ If desired, provide the photos and quotes to the designated sponsor contact to use in their internal and external communication and social media posts.
- ☐ **Compassion Ambassador Training** for your sponsored employees to attend on behalf of your organization or for the employee's personal leadership role in the community. Two passes for the \$10,000 level only.
  - ☐ See the *Compassion Ambassador Training Guidebook* for details
  - ☐ Coordinate with the Compassion Ambassador Training team and the sponsor's designated contact for registration
  - ☐ Schedule with our Chill Sacramento Marketing Manager to have a Chill photographer attend to take photos and get a few quotes from attendees
  - ☐ Ensure that the photos and quotes are included in our newsletter and social media posts
  - ☐ For exclusive contract services sponsors only: Provide the photos and quotes to the designated sponsor contact to use in their internal and external communication and social media posts.
- ☐ A fun and inspiring **Sponsor Kickoff event** will be conducted at your place of business.
  - ☐ Collaborate with the sponsor's designated contact to plan and produce the event including providing a sample agenda.
  - ☐ Schedule with our Chill Sacramento Marketing Manager to have a Chill photographer attend to take photos and get a few quotes from attendees
  - ☐ Notify the Chill Sacramento team so whoever is available can plan to attend including the CA. Ask them to wear their compassion pin/ Chill nametag / Chill t-shirt.
  - ☐ Invite the Mayor, District City Council member, and County Supervisor
  - ☐ Create and distribute a press release
- ☐ You will receive a Compassion Ambassador **Sponsor certificate** – mounted and framed to display proudly at your place of business.
  - ☐ Order the framed certificate with the sponsor's name
  - ☐ Provide the framed certificate to the Chill Sacramento team member who will be the lead attending and presenting the certificate at the kickoff event, along with the speech content they will use for the presentation
- ☐ You will receive a beautiful laminated **Compassionate Sacramento Community illustration** for display at your place of business that brilliantly expresses the areas of impact.
  - ☐ Order the laminated illustration
  - ☐ Provide the illustration to the designated Chill Sacramento Sponsor Liaison to present to the sponsor, along with a description of what the illustration means, and some recommendations of how/where they may want to display it

- ☐ You will receive a complimentary **display area our Community Meetings and other events** in your district to promote your business and your commitment to be a compassionate organization.
  - ☐ Provide the sponsor with the Chill Sacramento calendar of events
  - ☐ Set up a process for the sponsor to receive updates of the calendar of events
  - ☐ Contact the sponsor's designated contact to coordinate which events they would like display space including date/time/location and how early they can arrive to set up their display, and who their on-site Chill contact will be with their mobile number
  - ☐ Coordinate with the project manager for the events for display space and to get the sponsor's information on the event agenda so they can be thanked during the program
  - ☐ Provide a reminder email / phone call to the sponsor's designated contact a day prior to the event
  - ☐ Provide a 'thank you for participating' email or phone call after the event
- ☐ You will receive a **2-minute speaking slot in the agenda at our Community Meetings and other events** in your district to promote your business and your commitment to be a compassionate organization.
  - ☐ Provide the sponsor with the Chill Sacramento calendar of events
  - ☐ Set up a process for the sponsor to receive updates of the calendar of events
  - ☐ Contact the sponsor's designated contact to coordinate which events they would like to present at including date/time/location and who their on-site Chill contact will be with their mobile number
  - ☐ Coordinate with the project manager for the events to get the sponsor's designated speaker onto the event agenda so they can be introduced
  - ☐ Provide a reminder email / phone call to the sponsor's designated contact or speaker a day prior to the event
  - ☐ Provide a 'thank you for participating' email or phone call after the event
- ☐ We will facilitate a **collaborative meeting with our District Compassion Ambassador** and your designated contacts to provide insights on compassionate activities and events that are happening in your City Council district.
  - ☐ Coordinate calendars of the CA and sponsor meeting attendees to schedule the meeting
  - ☐ Provide the CA with the list of Sponsor attendees and their titles
  - ☐ Provide a meeting reminder for the CA and sponsor attendees
  - ☐ Support the CA as needed with any meeting follow up

- ☐ **Onboarding the sponsorship benefits into your organization** including rollout strategy and internal training about the program coordinated with your Sponsorship Liaison
  - ☐ Project Lead/Project Manager will collaborate with the Sponsor's Sponsorship Liaison on the rollout strategy
  - ☐ Engage Chill Sponsorship Liaison to provide the sponsor with internal training
  - ☐ Coordinate scheduling of the training
  - ☐ Copy materials/handouts for the training
- ☐ Your organization will be invited to **provide volunteers to participate in bringing more compassion to our region through the Chill Sacramento Programs.** Our Volunteer Manager will work with your designated company contact to make it easy for those interested to participate.
  - ☐ Invite the sponsor to designate a Community Engagement Liaison
  - ☐ Introduce the Chill Sacramento Volunteer Manager to the sponsor's Community Engagement Liaison
  - ☐ Support the chill Volunteer Manager as needed
  - ☐ NOTE: *See the Volunteer Manager Operations Guide* (under development) for additional detail on the sponsor volunteer program
- ☐ You will be provided **information and guidance on how your organization can participate in the International Compassion Games.**
  - ☐ Invite the sponsor to designate a Compassion Games champion
  - ☐ Introduce the CCR Compassion Games Project Lead / Project Manager to the sponsor's Compassion Games champion
  - ☐ Provide the Compassion Games playbook to the sponsor designated Compassion Games champion

**Discounted add-on benefits the sponsor has chosen:**

- ☐ **Additional *Compassion at Work workshops* at a discounted rate.**
  - ☐ See above in Complimentary Benefits for details
  - ☐ Coordinate invoicing and payment for the workshops
  - ☐ Schedule with our Chill Sacramento Marketing Manager to have a Chill photographer attend to take photos and get a few quotes from attendees
  - ☐ Ensure that the photos and quotes are included in our newsletter and social media posts
  - ☐ Provide the photos and quotes to the designated sponsor contact to use in their internal and external communication and social media posts



- ☐ **Compassion Ambassador Training discount** for your sponsored employees to attend on behalf of your organization or for the employee's personal leadership role in the community.
  - ☐ See the *Compassion Ambassador Training Guidebook* for details
  - ☐ Coordinate with the Compassion Ambassador Training team and the sponsor's designated contact for registration
  - ☐ Coordinate invoicing and payment for the attendees
  - ☐ Schedule with our Chill Sacramento Marketing Manager to have a Chill photographer attend to take photos and get a few quotes from attendees
  - ☐ Ensure that the photos and quotes are included in our newsletter and social media posts
  - ☐ For exclusive contract services sponsors only: Provide the photos and quotes to the designated sponsor contact to use in their internal and external communication and social media posts.
  
- ☐ **Peace Pole Garden Team building** opportunities (select from the 2 options below)
  - Single Peace Pole Team (up to 30 people) event
  - Multiple Peace Pole Teams event
  - ☐ Contact <https://postsforpeaceandjustice.org/> if you are interested in this project.
  - ☐ Collaborate with the CCR Project Lead / Project Manager to produce the event
  - ☐ Collaborate with the sponsor's designated contact to schedule the event and request headcount (30 participants maximum)
  - ☐ Enroll the Peace Pole Gardens facilitator(s)
  - ☐ Support the project team in acquiring the materials for the event
  - ☐ Schedule with our Chill Sacramento Marketing Manager to have a Chill photographer attend to take photos and get a few quotes from attendees
  - ☐ Ensure that the photos and quotes are included in our newsletter and social media posts
  - ☐ Provide the photos and quotes to the designated sponsor contact to use in their internal and external communication and social media posts
  - ☐ Coordinate invoicing and payment for the event