



*Los Angeles Dodgers*TM

The Blue Connection
Internal Communication Campaign Proposal
Submitted to: Los Angeles Dodgers PR Department

Internal Campaign Delivery Memo

To: Jennifer Newton, VP of Public Relations

From: Sarah Malouf, Assistant Manager of Public Relations

Date: April 29, 2026

Subject: Launch of The Blue Connection Internal Campaign

The Blue Connection campaign materials are now complete for all employees and are ready for approval and use by the Los Angeles Dodgers organization.

Campaign Overview:

For this initiative, we have decided to launch the first-ever official Los Angeles Dodgers Blue Connection online platform. The Blue Connection social network is exclusive to our organization's employees and provides a new resource for staff to connect with other coworkers of the same faith or virtues. From storytelling blogs to discussion hubs, we are working to make our new virtual space a place where collective community thrives. Available on the App Store, this platform will help our campaign outcomes to further embrace our differences in the workplace and create a deeper understanding of one another, strengthening how we connect and thrive together. Following this new approach, we want our company to be a place where our employees feel safe to share about their authentic faith-based encounters and beliefs.

Materials Included:

- Clayton Kershaw Speech
 - A speech video presented by Clayton Kershaw will be emailed out to all employees to foster excitement about the upcoming campaign. It will also be posted to our new Blue Connection platform and included in our company Newsletter with a photo for those who missed the email.
- Newsletter Article
 - The newsletter article posted a month before the campaign will be the first official announcement of the campaign, with specific information regarding its purpose and the new platform. The article will position the new space as an inclusive work atmosphere for coworkers to share and be listened to.
- Blog Post
 - A blog post discussing the new Blue Connection platform features and how to use them will provide an exclusive first look, garnering excitement and support for the new campaign.
- Magazine Article Employee Feature
 - An employee magazine article will feature an employee who will share about how the Los Angeles Dodgers inspired her faith, how excited she is to utilize the Blue

Connection platform to connect with others in the company, and make progress towards a more faith-inclusive work environment.

Nonprofit Partnership: *Habitat for Humanity*

This campaign partners with Habitat for Humanity, a nonprofit organization operating in more than 70 countries, helping to build and improve affordable housing. We have chosen to partner with HFH as a way to not only expand our faith connections amongst employees within the company, but with the goal of encouraging our publics to feel inspired to share about their values and beliefs, too. Through this aspect of The Blue Connection campaign, our hope is for our fans to see our values transformed into action.

Starting April 27th, the Los Angeles Dodgers will be partnering with Habitat for Humanity for our new annual week, LA: One Play, One Heart, One Way. With the help of the Dodger athletes and our internal employees, helping build these homes is our #1 task as a company. But for every volunteer who contributes their time, another \$100 will be donated to Habitat for Humanity on behalf of the Dodgers. The total Dodgers Donations will be based on how many employees volunteer by the end of the week, Saturday, May 2nd. Our goal is to help build and repair at least 3 homes. Up to 10 volunteer hours will be paid, and for those who choose to attend, there will be an optional banquet for all volunteers, where we will be releasing the results of the week's success.

Banquet Benefits:

- A 3-course meal is provided for volunteers who RSVP.
- A speech, meet and greet, and cocktail hour with Jonathan Reckford, HFH CEO.
- Fundraising opportunities to donate, along with a live raffle and wine auction.
- A weekly reflection on the work accomplished by the Los Angeles Dodgers in partnership with HFH.
- The announcement of the total amount of donations raised and the number of homes built.

With our plays in the media world, HFH hearts, and a collaborative mission, we really believe that together, we can make a difference.

All Blue Connection campaign materials are now complete and ready for distribution promptly. For questions, revisions, or additional support to ensure our campaign efforts succeed, feel free to reach out.

Clayton Kershaw Blue Connection Speech

Speaker: Clayton Kershaw (Video Sent to Company)

Hey Dodger Nation! Clayton Kershaw here. I'm so excited to speak with you all today. Over the past 17 years, this franchise has truly made a lasting impact on my life, and I hope on all of yours. Every one of us has been a huge part of the success of such a valued organization. On behalf of this company, we are so thankful for all of your hard work and are excited to see how we will continue to grow next season.

In a commitment to furthering our company's achievements and fostering the Dodger values through action, our team has decided to launch a new initiative. Focused on faith inclusivity and cultural representation, The Blue Connection will be a way to embrace our differences in the workplace further and deepen our understanding of one another. Our goal for this new program is to strengthen how we connect and thrive together, fostering an environment where our employees feel safe sharing about their authentic faith-based encounters and beliefs.

My faith story really started when I was a Freshman in college. It's something I've always been active and motivated to share about with my teammates and the community of Dodger Nation, but I haven't had as many opportunities as I would have liked. This all changes today. I want you all to know about my Christian faith and the way it has shaped me as a baseball player. I want you all to hear stories about the relationships that have connected me more deeply to my family. I want to share my experiences of God with my work community. And Dodgers, most importantly, I want to hear about you. WE want to hear about you. Whatever faith you may have or virtues that keep shaping you, we want to be the kind of company where community is everywhere.

To provide space for these conversations, we have decided to launch the first-ever official Los Angeles Dodgers Blue Connection online platform today, March 29th, 2026. The Blue Connection social network is exclusive to our organization's employees and provides a new resource for staff to connect with other coworkers of the same faith or virtues. From storytelling blogs to discussion hubs, we intend to make our new virtual space a place where collective community thrives.

I volunteered to share about this new program because I truly believe in the positive forward change I feel it will bring to our company, and I hope you will too. I, along with many other companywide employees, will be utilizing this platform moving forward. Be sure to check your inbox later today for an email with your employee login information and instructions for getting started!

Dodgers, we can't wait to get this journey started. Our company as a whole is ready to share, learn about, and connect our employees and their core values. When you share about your faith or virtues on this new platform, we know you'll find community with your coworkers in a supportive way, because I already am. Each faith has meaning, and we can't wait for you to share yours! Thank you again for all of the hard work you do! Go Dodgers!

Below Video:

*Additional details about The Blue Connection Program to come.

Notes about what could support this visually:

- Video shot at the corporate office of the Los Angeles Dodgers. Clayton Kershaw is standing in front of Dodgers signage in the lobby or another well-known part of the office.
- Wearing a nice Dodgers polo and hair out (no hat).
- Standing and smiling, seeming excited about this new internal campaign, using hand gestures to really emphasize the message.
- When sharing about his faith experience, cut to photos of Kershaw with his family at CFFD, in the Church, growing up, to add emotion, etc.
- When sharing about the online program details, show a visual of what the website logo is and a brief screenshot of the login information.

SCROLL FOR NEWSLETTER

Client Newsletter Article and Proposed Calendar

December Issue:

1. Headline: Giving The Gift Of Sports: A Team Effort
 - a. Topic: Philanthropic/Charitable Support
 - b. Description: Showcases the team's community-focused efforts financially and physically (sporting gift donations), recognizing the partnership with Dick's Sporting Goods and its relation to homeless/low-income families, reinforcing the Dodgers' dedication to their philanthropic initiatives.

2. Headline: The Year Of Dreams: A Reflection on the 2026 Dodger Achievements
 - a. Topic: Company-wide Review
 - b. Description: Recognizes the long-term internal achievements of the Dodgers organization for 2026 while highlighting the employees from each department who reflect the values of a Dodger 'legend' (Field of Dreams reference). Promotes employee value and care.

3. Headline: A Crew Worthy Of Dodger Blue
 - a. Topic: On-Site Employee Recognition
 - b. Description: Provides the opportunity to share on-site Dodger Stadium employee stories and honors those who provide external value to the company. A special section for those who celebrated a milestone year with the company. Reinforces all employee appreciation, not just corporate.

4. Headline: Celebrating Each Other, No Matter The Holiday
 - a. Topic: Cultural/Religious Recognition and Diversity
 - b. Description: Demonstrates how all Dodger employees choose to celebrate the holiday season, putting a spotlight on cultural diversity and fostering bonds within the organization.

5. Headline: Who Made The Nice List? Dodger Fans
 - a. Topic: Community Outreach
 - b. Description: Promotes a Dodger Stadium-hosted Christmas event where Dodger fans and employees can volunteer at Dodger Stadium to donate toys to local shelters and can bring their kids to meet Santa. Highlights community and volunteer initiatives both internally and externally within the organization.

SCROLL FOR JANUARY ISSUE

January Issue:

1. Headline: Disciples for Dodgers: Fostering Supportive Mindsets
 - a. Topic: Faith Recognition, Employee Relations
 - b. Description: Repositions the Dodgers as an all-inclusive faith organization. Recognizes Christian athletes and Christian Faith and Family Day as the start of a new beginning for other employees in the organization to share their faith. Strengthens personal and professional employee connections.

2. Headline: If You Aren't Already A Dodgers Fan, You Will Be Now
 - a. Topic: Office and Stadium Upgrades
 - b. Description: Sharing new information about recently finished corporate office improvements, including a company food court, desk and computer upgrades (MacBooks for each desk), and new lunch rooms. Displays new stadium highlights such as light systems, sound systems, and new food options available at a discount for staff. Presents commitment to taking care of employees and fans, and encouraging excitement to come to work after the holidays, going into this new year.

3. Headline: Sermon On The Mound
 - a. Topic: Faith Recognition
 - b. Description: Promotes 3 games throughout the season with different religious sermons and worship offered pre-game. Showcases the Dodgers' commitment to learning about and connecting with different faith communities and integrating their organizational recognition.

4. Headline: New Year, New Voices
 - a. Topic: Faith Recognition, Storytelling
 - b. Description: Offers employees a chance to submit videos for the newsletter on a reflection of their faiths and how that has impacted their lives. Inspires an initiative companywide to grow faith-based employee relations similar to cultural ones and the personal motivations for the company's success.

5. Headline: Spring Training Starts In January This Year
 - a. Topic: Organization/Team Preparation
 - b. Description: Describes the goals the organization plans to meet by the start of Spring Training. Reinforces the Los Angeles Dodgers' expectations and motivates employees to get a head start on work in the new year.

Client Newsletter Article

As a part of its mission to be supportive and inclusive of all communities, the Los Angeles Dodgers is an organization filled with many diverse cultures, lifestyles, and religions. While these experiences may shape who we are, they also form the inspiration that drives the success of our company.

The Blue Connection, a new Dodgers initiative, is a way to further embrace our differences within the workplace and to create a deeper understanding of one another, strengthening how we connect and thrive together. Following this new approach, we want our company to be a place where our employees feel safe to share about their authentic faith-based encounters and beliefs.

In our experience, encouraging and engaging our staff to feel embraced in their place of work starts with respect from their peers. From the uplifting of honest and heartfelt conversations to the recognition of different holidays and traditions, we are committed to cultivating a work atmosphere that allows our coworkers to share and be listened to.

As a method of putting this initiative into action, we have decided to launch the first-ever official Los Angeles Dodgers Blue Connection online platform. The Blue Connection social network is exclusive to our organization's employees and provides a new resource for staff to connect with other coworkers of the same faith or virtues. From storytelling blogs to discussion hubs, we are working to make our new virtual space a place where collective community thrives.

But wait, there's more! Not only is this digital environment a space for computer use, but it will also be available for download in the App Store one month from today, April 18, 2026. We are so excited to embark on this new journey with you all and cannot wait to see the long-lasting bonds formed within our company.

At the Los Angeles Dodgers, we are committed to sharing with, learning about, and connecting to our employees and their core values. When you share about your faith or virtues on our new platform, we know you'll find community with your coworkers in a supportive way. Each faith has meaning, so share yours!

SCROLL FOR BLOG POST

The 3 Best New Blue Connection Features (and How to Use Them)

Sharing your faith, values, and traditions with your coworkers has just become a whole lot easier. With the launch of The Blue Connection, you and your coworkers now have a customized place to be heard within the Los Angeles Dodgers organization.

We know that the buzz about this new platform is exciting, and we are so thankful to share it with you. Community spaces don't just happen overnight, but when designed with heart and collaboration in mind, we believe that this space allows our stories to make a real impact. Utilizing the space where true connection happens all starts with you.

So, how do you actually use the platform? Here's a breakdown.

Introducing the first official look at the three best features on our new Blue Connection platform, along with all the inside information on what they were designed for.

1. Discussion Rooms

Our platform, powered by Google, starts with a focus on discussion rooms. This new employee exclusive will allow coworkers to create focused groups for beliefs and backgrounds. A space where shared experiences begin and meaningful relationships form.

How to Use: Open up the software on your Google tabs. Click "Create New Group" or "Join" in the top right corner to see a list of the groups already created and pick the one that fits what you are looking for. Don't forget to be kind and show your support for others!

2. Calendly

Did your bible study make it out of the group chat? We think yes! We've partnered with Calendly to help schedule both in-person and Zoom weekly conversation meetings about faith, family, and fellowship.

How to Use: Look in your top left corner for a large calendar symbol. Click on it to see what your groups have scheduled, and click the plus button at the top right of the calendar to add a new meeting time. And remember, you still have work to do during the week!

3. The Newsroom

Trying to find out what cultural, faith-based, or virtue-focused events are going on next week? Want to know what breakthrough is happening in the offices? Try out the tab at the top labeled

“The Newsroom”. Here, you can view upcoming events, read blog posts from other employees, and even celebrate new communities being created within the platform!

How to Use: Scroll through our customized feed, focusing on your interests and recent group engagement. See what events you might be interested in participating in, and easily RSVP to them. Click the event flyer that seems inspiring to you, and you are good to go!

Our Mission:

The Blue Connection is a place where vulnerability and passion are supported in the workplace. At the Los Angeles Dodgers, we want our employees to feel safe, valued, and loved. The Blue Connection is available now on all employees' Google browsers. We can't wait to start connecting!

SCROLL DOWN FOR MAGAZINE

Faith in Focus: A Lens Into My Path at the Dodgers

By Genna Raine

Growing up, I always knew I wanted to be a photographer. My mom used to show me photos of me as a little girl, just months after I was born, wearing Dodger onesies and smiling at games. I always loved the idea that a photo could capture the little moments of my childhood that I couldn't quite remember, but that allowed me to imagine myself being there, experiencing that joy.

As a kid, there were so many photos of me at church with my siblings eating donuts, and of 8 million family events we hosted at our house, a quiet hint at all I have had to be grateful for. I decided to take up photography as a full-time hobby when I was 15. My family invested in Dodgers season tickets, and at school, I would just wait until that last bell rang so I could take photos of players at games and eat a Dodger dog for the 3rd time that week. While I was there, my parents would always point out the players wearing cross necklaces and the ones sharing their faith in the post-game interviews. I started taking pictures of the different moments and continued doing so until I was 22. I never really thought deeply about what this meant to the athletes or what God was stirring in me at the time. All I knew was that I loved what I was doing and wanted to pursue a career in it.

January 26, 2020. Just 8 months after graduating from California State University, Long Beach, was the day I got the call. I had been applying for the same Dodgers photography internship for all 4 years of college, and never once did they hire me. I decided to go big or go home by applying for a full-time photography position with the company that summer. After months of waiting, I got the job, and that next day, my whole world changed.

When I woke up that Monday morning, my first day of work, I felt so peaceful. I thought it was kind of weird, considering that generally on the first day at a new job, nerves are high, and I can barely hold myself together. But the moment I stepped into that building, I could feel the presence of God; I just didn't know it yet. They took me on a tour of the entire corporate office as well as a field tour. Of course, by the work of only God himself, I happened to run into the one and only Clayton Kershaw. If you don't know how Kershaw has changed lives with his willingness to share about his faith, Google it. It's pretty amazing. In the midst of a family photoshoot, he came up to me and welcomed me into the Dodger family. He then went on to share with me, "God wanted me to tell you that this job will bring you so much peace and joy." I began to weep. He hugged me, prayed for me, and from that moment on, not only did I have a newfound passion for photography, but I had a purpose to go with it, an organization rooted in my childhood upbringing. The work you see on this page is not only a reflection of my love for this organization, but also my appreciation for all the peace that God has provided me at such an inclusive organization.

Today, photos are what inspire my faith. They really help me see the moments that pass us by too quickly, but reveal the heart behind God and what the purpose of our lives really is. Moments such as getting to watch Diaz praying as he comes out of the bullpen, and Pages' kiss to the sky that he gives to Jesus after a home run. While my faith may have begun as a seed planted by what photos encapsulate, the Dodgers organization is what made it come alive.

The progress of faith inclusion we are striving for is just beginning. Moving forward, I am so excited to share my journey and learn more about the virtues, faith, and religions we all believe in on The Blue Connection.

SCROLL FOR NONPROFIT PARTNERSHIP

Nonprofit Partnership and Communication

1. The Service Program: *LA: One Play, One Heart, One Way*

a. What the Program Includes:

- i. Habitat For Humanity Service Week
- ii. Dodgers Employees will build/repair at least 3 houses in Los Angeles in one week (some fire damage, some brand new builds)
- iii. Employee Paid Volunteer Hours (10 hours max)
- iv. Saturday night (end-of-week) banquet for all volunteers.
 1. A 3-course meal is provided for volunteers who RSVP.
 2. A speech, meet and greet, and cocktail hour with Jonathan Reckford, HFH CEO.
 3. Fundraising opportunities to donate, along with a live raffle and wine auction.
 4. A weekly reflection on the work accomplished by the Los Angeles Dodgers in partnership with HFH.
 5. The announcement of the total amount of donations raised and the number of homes built.
- v. Dodgers Donations will be provided based on how many employees volunteer by the end of the week. The total number of volunteers will equate to the number of hundreds donated. Announced at the banquet.

2. The Key Message: Living out our faith looks different for everyone, but through service, we can connect with one another in a whole new way.

Putting Faith Into Practice: The Los Angeles Dodgers' Partnership with Habitat for Humanity

As you may know, at the Los Angeles Dodgers, our values focus on giving back to communities that need care. Living out our faith looks different for everyone, but through service, we can connect with one another in a whole new way. Starting April 27th, the Los Angeles Dodgers will be partnering with Habitat for Humanity for our new annual week, *LA: One Play, One Heart, One Way*. Operating in more than 70 countries, Habitat for Humanity is a nonprofit organization helping to build and improve affordable housing. We have chosen to partner with HFH as a way to not only expand our faith connections amongst employees within the company, but with the

goal of encouraging our publics to feel inspired to share about their values and beliefs, too. Our hope is for our fans to see our values transformed into action. With our plays in the media world, HFH hearts, and a collaborative mission, we really believe that together, we can make a difference.

From the recent LA fires to families who have never had foundations, we need your help to make home a reality for those who need support. With the help of the Dodger athletes and our internal employees, helping build these homes is our #1 task as a company. But for every volunteer who contributes their time, another \$100 will be donated to Habitat for Humanity on behalf of the Dodgers. The total Dodgers Donations will be based on how many employees volunteer by the end of the week, Saturday, May 2nd. Our goal is to help build and repair at least 3 homes. Up to 10 volunteer hours will be paid, and for those who choose to attend, there will be an optional banquet for all volunteers, where we will be releasing the results of the week's success.

Banquet Benefits:

- A 3-course meal is provided for volunteers who RSVP.
- A speech, meet and greet, and cocktail hour with Jonathan Reckford, HFH CEO.
- Fundraising opportunities to donate, along with a live raffle and wine auction.
- A weekly reflection on the work accomplished by the Los Angeles Dodgers in partnership with HFH.
- The announcement of the total amount of donations raised and the number of homes built.

Not only is this week an opportunity to give back to our local community, but it also allows us to connect with one another on a personal level. It provides spaces for new friends, stronger bonds, ways to connect with the Dodger players and coaches, and hearts that extend beyond our organization. So join us. If you want to be a part of this inspiring effort, sign up for a date and time with the link below!

*For further information on how to donate to Habitat for Humanity, click the link below that will take you directly to the Los Angeles Dodgers donation section on their website. Let's come together to show our support!