



UNITEDPERFORMINGARTSFUND

Connect with the Younger Donor

Donors in their 20s and 30s face pressures that differ from generations before them. The traditional method to inspire giving to a nonprofit like UPAF may not be the best approach with younger employees. To help your company capture the attention of those early in their careers, below are messages, tactics and engagement opportunities to use during your Workplace Giving Campaign.

Next Generation UPAF Associate

New in 2020!

- Next Generation UPAF, sponsored by We Energies Foundation, is a donor affinity program for leaders and emerging leaders in their 20s, 30s and 40s. Through membership in the program, donors receive access to exclusive discounts and volunteer leadership and networking opportunities.
- New for 2020, UPAF is opening membership in Next Generation UPAF to a wider audience at the Next Gen Associate level.
- An annual gift of **\$250** or more (*less than \$10 a paycheck!*) provides donors membership at the Next Generation UPAF Associate level.
- Member benefits include:
 - Access to 2 Season Sampler events
 - Events include a ticket to a UPAF Member Group performance and a pre-show networking reception with members of Next Generation UPAF and the UPAF Board, all for *just \$20*
 - Access to a panel event featuring community leaders
 - 1:1 networking opportunities with the full Next Generation UPAF membership
- Donors interested in additional benefits may also give at the \$500 Next Gen level or the \$1,000 Executive Leadership level to unlock even more events and leadership opportunities.

UPAF SMART CARD, sponsored by Associated Bank

- With a gift of \$100 or more annually (*less than \$4 a paycheck!*) donors receive the UPAF SMART CARD — the best way for donors of any age to experience more of the arts.
- The SMART CARD provides buy one, get one free ticket offers at each UPAF Member Group as well as dozens of discounts at local restaurants for a total value of over \$750.
- Donors can enjoy a night out at a discount with a show at half price and:
 - 10% off the bill at restaurants including **Blue Bat Kitchen and Tequilaria, Smoke Shack, and A.J. Bombers.**
 - A **free beer** with \$20 purchase at **Glass & Griddle** or **free glass of wine** at **Onesto** with purchase of an entrée.
 - Many more offers at local restaurants listed here: <https://smartcard.upaf.org/>

Engaging Experiences

In lieu of passive performances, schedule interactive workshops to engage employees during your Workplace Giving Campaign.

- UPAF Member Groups like First Stage and Danceworks offer accessible workshops in improv, dance and more. See more in the Performer/Speaker Guides on the **UPAF Prop Shop**: <https://upaf.org/campaign/ambassador-prop-shop/>.

Peer-to-Peer Engagement

Consider appointing UPAF champions in a younger demographic to assist your Workplace Giving Ambassador in motivating employees and sharing the UPAF story.

- Research suggests peers are more likely to influence donor giving decisions than CEOs or supervisors.
- Friendly competition amongst peers is also shown to boost participation, so get creative to see who can raise the most for UPAF through contests that ignite donors' competitive side.

After-Hours Fundraisers

Partner with a local bar, brewery or restaurant — close to the office — to host an after-work happy hour in support of UPAF. This is an opportunity to engage employees, share the UPAF story and have fun all at the same time. UPAF can provide performers to enliven any event.

Host your own during your campaign or join us for an upcoming event!

- Visit UPAF's Facebook page to find upcoming events: <https://www.facebook.com/upaf1/>

UPAF Ride for the Arts, Sponsored by Miller Lite

The UPAF Ride for the Arts is more than just a ride — it's an opportunity for friends and coworkers to have fun and support our region's world-class performing arts organizations.

- Encourage employees to put together a Ride team. Teams of 40 or more will get your company logo printed on team t-shirts.
- Hundreds of volunteer opportunities offer a role for those who want to join the fun but don't want to ride.
- Find out more and sign up at <https://events.upaf.org/event/2020-upaf-ride-for-the-arts-sponsored-by-miller-lite/e236959>

The Right Medium for the Message

We've updated our website and materials to help you share the UPAF story in a way that is quick, easy to digest and drives home the impact of a gift to UPAF.

Increased social media engagement:

Millennials are 4x more likely to consume information via social media and UPAF is tripling its social media postings this year.

- If your security settings allow, consider sharing content by directing donors to UPAF's Facebook, LinkedIn and Twitter posts.

Easy virtual access:

- Mobile-friendly allows for access wherever you are, on all e-interfaces.
- ADA web compliance gives individuals with low vision or limited mobility access to the arts at their fingertips.