



UNITEDPERFORMINGARTSFUND

2021 Campaign Activities & Enhancements

To help make your UPAF Campaign a motivating and fun-filled event, the following pages contain ideas for incentives, themes, events and contests. A good rule of thumb is to include kickoff and finale events with your campaign. These can be as simple as displaying all of UPAF's talent by selecting a video out of our UPAF and Member Group library and announcing the campaign incentives for a kickoff and announcing the incentive prize winners and playing a trivia game for a finale. To keep the momentum going, intersperse theme days, games and contests within the days of your campaign.

Activity	Description	Online	Office	Cost
Kahoot	<ul style="list-style-type: none"> Interactive Trivia games which can be custom made to fit the situation. Integrates with Microsoft Teams & Zoom. Pick your own music. 	Y	Y	<ul style="list-style-type: none"> Free—Just ask your Loaned Executive.
Heads Up	<ul style="list-style-type: none"> One Player holds a card (phone) with a keyword on it to their head while a partner uses descriptive words to guide them towards the keyword. Points allocated according to how many keywords a team gets in 1 minute. If you can create your own topics, does not necessarily need to be played on the Heads-up App. 	Y	Y	<ul style="list-style-type: none"> Game Costs \$0.99. Additional costs for more decks/topics. Concept is free.
Fundraising Estimator	<ul style="list-style-type: none"> Estimate how much your business will raise based on last year, and whoever is the closest but not over wins 	Y	Y	<ul style="list-style-type: none"> Free
Who's Who? / Baby Match	<ul style="list-style-type: none"> Bring a childhood picture of yourself. Participants pay to attempt to match the picture to the employee. <ul style="list-style-type: none"> Example: \$1 entry and \$3 winnings, the rest of the pot going to UPAF. 	Y	Y	<ul style="list-style-type: none"> Free



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Ad-Lib	<ul style="list-style-type: none"> Compose themed ad-libs for employees to complete. 	Y	Y	<ul style="list-style-type: none"> Free
Build Your Own Story	<ul style="list-style-type: none"> Build a story by going around the room and saying one word after another for a minute. There is a lot of ways to make this into a competitive game. <ul style="list-style-type: none"> If you freeze, you are eliminated. If the story stops on you, you are eliminated. Split into groups of 2-3 and vote on which story is the best. 	Y	Y	<ul style="list-style-type: none"> Free
Zoom Pictionary	<ul style="list-style-type: none"> Come up with (or request) keywords specific to UPAF, the arts or the group being presented to. The Artist (player drawing the word) tries to help the other players guess their keyword using drawing alone. 	Y	N/A	<ul style="list-style-type: none"> Free
Recurring Engagements	<ul style="list-style-type: none"> Ask dept. heads to take 5-10 minutes during their regularly scheduled meeting to share a video, have an activity or have a UPAF speaker. 	Y	Y	<ul style="list-style-type: none"> Free
Happy Hour Trivia	<ul style="list-style-type: none"> Exactly what it sounds like! Tailor quizzes to your business: <ul style="list-style-type: none"> Ex. famous Super Bowl ads for an ad agency. 	Y	Y	<ul style="list-style-type: none"> Free
Sidewalk Chalk	<ul style="list-style-type: none"> Have employees pay to enter a sidewalk chalk art contest where the winner gets a prize. 	Y	Y	<ul style="list-style-type: none"> Free/cost of chalk
At-Home Talent Show	<ul style="list-style-type: none"> At-home talent show which could be done competitively or simply for the enjoyment 	Y	Y	<ul style="list-style-type: none"> Free



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Occupation-Based Guessing Games	<ul style="list-style-type: none"> Bankers: <ul style="list-style-type: none"> Show a picture of a bank and guess where it is. Architects: <ul style="list-style-type: none"> Show a picture of a building/skyline and guess what city it is. Format can be personalized to any occupational themes. 	Y	Y	<ul style="list-style-type: none"> Free
Wacky Outfit Contest	<ul style="list-style-type: none"> A great excuse to rock your wackiest (non-offensive) hats, ties, dresses, household objects to work! There are a lot of ways to get creative with this over Zoom 	Y	Y	<ul style="list-style-type: none"> Free
Happy Hour: Remote Lessons	<ul style="list-style-type: none"> “How to make a margarita.” “How to do a vocal warmup.” “How to brew your own beer” 	Y	Y	<ul style="list-style-type: none"> Varies depending on activity.
Shave the Date	<ul style="list-style-type: none"> Have a well-liked employee commit to shaving their hair/beard should the group hit their campaign goal. 	Y	Y	<ul style="list-style-type: none"> Cost of shaving supplies.
Department Vs. Department	<ul style="list-style-type: none"> Split up into groups and host internal fundraising competitions. Can be split by: <ul style="list-style-type: none"> Department Zip code Can be done long term and/or weekly to mix it up. A prize can be arranged for the winners i.e., UPAF swag, pizza, Parking 	Y	Y	<ul style="list-style-type: none"> Free



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UPAF-Provided Campaign Incentives

- Ask your Loaned Executive — UPAF swag is available!
- **UPAF SMART CARD, sponsored by Associated Bank:** All donors that contribute \$100 or more will receive a SMART CARD, which provides “buy one get one free” ticket offers for performances and discounts at over 30 restaurants.
- **Ticket Giveaway:** Give theater vouchers to every employee who meets the challenge of pledging a certain dollar amount. Your UPAF LE can provide vouchers.

Other Incentive Ideas

- **Early Bird Raffle:** Hold an “early bird” raffle for those employees who pledge on the first day. Possible prizes: lunch with the boss, a preferred parking spot for one week, a day of vacation or a weekend stay at a vacation cabin.
- **Extra Vacation Day:** Add an incentive of a ½ day or full day of PTO/vacation if your campaign achieves 100% participation or exceeds its goal. Or award it individually to people who donate at or above the level they are asked.
- **Preferred Parking Spot:** The employee that increases their donation by the highest percentage from the previous year wins a preferred or free parking spot for the year.
- **Diminishing Ticket Raffle:** Based on a 7-day campaign, employees who pledge the first day receive 7 raffle tickets, second day receive 6, eventually ending on 1 ticket for pledging on the last day. Raffle tickets can be applied toward internal incentive raffle prizes. This is a fantastic way of promoting early pledges.
- **Gift Certificates:** Solicit local restaurants, hotels and businesses for gift certificates to be used as incentives during your UPAF Campaign. A free smoothie or free car wash is always a nice thank you for a donation.
- **End of Campaign Raffle:** Enter the names of everyone who donated into a raffle for gift certificates at the end of the campaign.

Campaign Kick-Off/Finale Ideas

- **Share a Performance:** Schedule a Zoom meeting and share performance videos or invite a speaker to educate your group about UPAF. See the [UPAF Video Library](#) to explore the possibilities.



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- **Celebrations:** Celebrate your finale and achieving your campaign dollar and participation goals — allow all employees to be part of the celebration.
- **Employee Stories:** Ask an employee to share their story as to why the arts are important to them. UPAF can help you identify employees that are Board, Next Gen or Notable Women Members.

Fundraisers

- **Silent Auction:** Auction off items received from local businesses that you solicit. Golf rounds, hotel stay and restaurant gift certificates are appealing items. Also ask staff to donate services (ex. babysitting, oil change, lunch for a week) or items. If a coworker is known for homemade items (ex. greeting cards, cheesecake, etc.), ask to have those items as part of the auction. Try conducting the auction over your Intranet.
- **Basket Auction:** Ask each department in your organization to sponsor, create and fill a theme basket (ex. spa, chocolate, golf, cooking). The baskets are then auctioned off.

Special Events

- **Speakers:** Host a speaker from a UPAF Member Group, or a UPAF Co-Chair, Next Gen or Notable Women member, Cabinet member and/or staff member. See the UPAF Performance & Speaker Guide to explore the possibilities.
- **Agency Day:** Spread UPAF Member Group awareness by highlighting a Member Group each day of your campaign. UPAF Member Groups will be happy to schedule a Zoom call to speak to employees and educate them on their groups and educational programs.

Promoting Your Campaign

- **Theme Days:** Have various theme days during your campaign to add an element of fun and to raise awareness for the campaign, such as wacky sock day, retro shirt day, hat day and “performing arts” dress day. Ask leadership to donate \$1 per person for those in their division that participate.
- **Customized Email Blasts:** Avoid daily campaign emails feeling like a nuisance by creatively customizing them. One great way to do this is to create videos of CEOs or other company leaders performing a joke or skit or singing a song (without finesse) that will draw people’s attention and maybe get them laughing. Include a message at the end of the video in which the leadership urges people to donate to UPAF saying something like, “Support the performing arts, or this is what could become of it!”



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Campaign Materials & Enhancements

Your UPAF Loaned Executive will provide you with the materials you need to run your campaign and will assist in coordinating your campaign events. If you have any questions, just ask!

- Posters (Electronic) — UPAF campaign, Ride for the Arts
- Brochures/Info Sheets (Electronic) — UPAF, Ride for the Arts, Donor Benefits
- Letters, emails and communication tools (that you can tailor) <https://upaf.org/ambassador-prop-shop>
- 2021 Campaign video on DVD or YouTube
- 2020-2021 performance vouchers for donor drawings
- Performers and speakers from UPAF Member Groups
- Merchandise from UPAF Member Groups
- UPAF swag items
- UPAF Member Group photos, logos and creative design elements for developing your own customized campaign messaging (<https://upaf.org/ambassador-prop-shop>)
- UPAF Fast Facts and messaging points
- Stories of impact
- UPAF Member Group arts education
- Meet the Member Groups and Affiliates