

# 2020 UPAF AMBASSADOR GUIDE



UNITEDPERFORMINGARTSFUND

**Innovate. Educate. Engage.**

Easy Steps to Hosting  
A UPAF Workplace Giving Campaign

## Your Work as a UPAF Ambassador Helps Our Local Community

We greatly appreciate your leadership as a United Performing Arts Fund (UPAF) Workplace Giving Campaign Ambassador! **You play a significant role in helping to sustain our region's exceptional performing arts scene and empowering UPAF Member Groups to make the arts accessible to all.**

The 2019 Workplace Giving Campaigns raised 31.4% of the total UPAF funding — that is huge — and we couldn't do it without the commitment of individuals like you! We are a local organization and your support provides critical funding in our local community. Through UPAF, generous community members like you and your coworkers support 14 Member Groups, including First Stage, Florentine Opera Company, Milwaukee Ballet, Milwaukee Rep, Milwaukee Symphony Orchestra and Skylight Music Theatre, and numerous Affiliate Groups so they can focus more of their efforts on what they do best — **creating, performing, inspiring and educating.**

Whether this is your first campaign or you are a seasoned Ambassador, UPAF will provide you with all the tools you need to plan and execute your UPAF Workplace Giving Campaign. This booklet will guide you through the process from start to finish along with our online Prop Shop, your go-to tool kit for all the resources you'll need to host a fun and successful 2020 campaign ([www.UPAF.org/PropShop](http://www.UPAF.org/PropShop)). We are truly grateful for your time and dedication!

Sincerely,

**Deanna L. Tillisch**  
PRESIDENT & CEO

**Christine Hojnacki**  
VICE PRESIDENT OF WORKPLACE  
AND COMPANY GIVING

## The Benefits of Serving as an Ambassador

- Leadership recognition in your company
- Team- and career-building skills
- Networking opportunities
- Expertise on the impact of the performing arts
- Two tickets to the UPAF show of your choice when you achieve your campaign goals and increase your company's participation and/or overall dollars raised
- The opportunity to be awarded one of two Ambassador Prizes: Best Rookie Campaign and Best Campaign Ambassador



# INNOVATE EDUCATE

# ENGAGE

UPAF ensures a **vibrant** and **inclusive** performing arts scene for everyone in our community.



### Entertainment Excellence

Ensuring Southeastern Wisconsin has the best in music, dance and theater.

### Arts Accessibility

Offering opportunities for all to enjoy the magic of the performing arts.

### Regional Impact

Providing operational funding to employ thousands of local artists and maintain a world-class performing arts scene that helps attract and retain employees to the region.

UPAF holds the highest rating from Charity Navigator for financial management, transparency and accountability. You can have confidence that your donation will be used with the utmost responsibility.

UPAF receives NO government funding. Generous individuals, companies and foundations contribute all dollars raised.

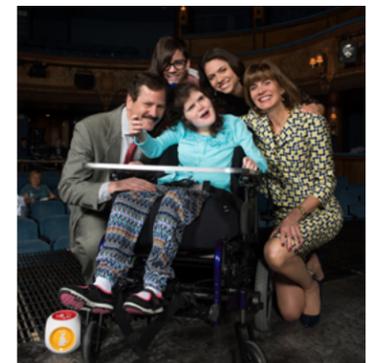


## What's New in 2020

### Kasey's Fund

In celebration of UPAF President & CEO Deanna Tillisch's last campaign and her longstanding commitment to accessibility, UPAF is launching a one-year initiative named after Deanna's daughter, Kasey — a great lover of the arts who has cognitive and physical disabilities.

Funds raised through **Kasey's Fund** will allow more individuals and families with disabilities and economic barriers to have access to the arts through UPAF Connect and UPAF Bright Minds. Individuals, companies and foundations making a new or increased gift will have the option to direct dollars to Kasey's Fund.



### Next Generation UPAF — New \$250-\$499 Associate Level

Emerging young leaders have the opportunity to join the UPAF Next Generation Affinity Group at a new donation level — the \$250 Associate Level (there are also \$500 and \$1000 levels). Learn more about the benefits of joining this group of emerging leaders in their 20s, 30s and 40s on page 6.

### 40th Anniversary Ride for the Arts and "Race the Hoan" on Sunday, May 31

This year, UPAF will hold the 40th annual Ride for the Arts and a special addition, the "Race the Hoan," a closed-course Fondo-style timed competition across the Hoan Bridge and back. Learn more at [www.UPAFride.org](http://www.UPAFride.org).

## We Provide Resources and Support for a Fun, Meaningful and Entertaining Campaign



UPAF is here to support you throughout the process of planning and executing your campaign, including empowering you with knowledge about UPAF's performing arts Member Groups so you will be able to demonstrate to your coworkers and leadership team exactly how UPAF is making an impact in Southeastern Wisconsin.

Each Ambassador gets paired with a Loaned Executive (LE) to assist and guide you through the entire campaign. The LE is an area professional who is temporarily loaned or sponsored by a local company to assist you with your campaign. They will brainstorm ideas, suggest performers and speakers, deliver marketing materials and incentives, organize Leadership events and support you every step of the way.

The online Workplace Giving Prop Shop has tools and marketing materials you can use to promote your campaign at [www.UPAF.org/PropShop](http://www.UPAF.org/PropShop):

### The Basics

- UPAF contact list
- UPAF facts & FAQ
- Performance Guide
- Performance Request Form
- SMART CARD restaurant list and ticket offers
- Workplace Fundraising Campaign incentive and activity ideas

### Resources and Visual Tools

- Email templates
- UPAF brochures and posters
- Infographics — What Your Dollar Does
- Music, dance and theater photos
- Performing arts videos
- UPAF Connect stories of impact
- Information on how STEAM is the new STEM
- And more

## Quick Tips for a Successful Campaign

- **Ask for the pledge.** Most people don't donate because they haven't been asked.
- **Leverage incentives.** You can use the UPAF Campaign incentives or come up with prizes provided by your organization such as vacation days, VIP parking, jeans days and gift cards.
- **Say "thank you."** A sincere and personal "thank you" goes a long way in showing appreciation to your donors.

## Key Dates

Tuesday, March 3, 7:30 a.m.	<b>Westside Campaign Launch</b> at Marcus Movie Tavern in Brookfield
Tuesday, March 3, 5 p.m.	<b>Downtown UPAF Campaign Launch</b> at Skylight Music Theatre
Sunday, May 31	<b>UPAF Ride for the Arts, sponsored by Miller Lite</b>
Wednesday, June 15	<b>UPAF Giving Sweepstakes Deadline</b>
Wednesday, June 15	<b>Campaign Finale</b> at Northern Lights Theater, Potawatomi Hotel & Casino

## Resources in the Prop Shop

Visit the online Prop Shop ([www.UPAF.org/PropShop](http://www.UPAF.org/PropShop)) to review campaign materials and get ideas\*

## Key Components to Success

Use this checklist as a guide to help plan and execute your UPAF Workplace Giving Campaign. This is your opportunity to create an exciting atmosphere for your campaign — so have FUN!

### Plan Your Campaign

- Schedule your Workplace Giving Campaign dates
- Recruit a team of people from different departments and levels to help with your campaign
- Meet with your UPAF Loaned Executive to:
  - Set goals
  - Brainstorm activities
  - Explore the Prop Shop
  - Request marketing materials\*
  - Schedule performance(s)\*
  - Determine how to collect your pledges (online vs. paper. Online is free, easy and preferred)\*
  - Submit Workplace Giving set-up form for online giving\*
- Check to see if your company has a matching gift policy. If so, include this in your communication to your coworkers
- Organize campaign activities and incentives\*
- Customize UPAF email templates and schedule them throughout your campaign\*

### Begin Your Campaign!

- Distribute a message from your CEO to all staff announcing the campaign in advance of your start date\*
- Display posters, banners and brochures\*
- Host an official kickoff event, possibly including a UPAF performer and/or speaker, to create excitement\*
- Hold prize drawings during your event(s)

### Optional Ideas to Engage Your Coworkers:

- Host a separate Leadership event and ask top management to fill out their pledge cards\*
- Host a Next Generation UPAF event for young professionals (ages 20s, 30s and 40s) in your organization

### End Your Campaign

- Check that all employees have responded with pledges. Aim for 100% participation
- Collect your pledges, calculate results and submit final totals to UPAF\*
- Hold a wrap up event to thank everyone who contributed to the campaign\*
- Award prizes for any campaign competitions\*
- Ask your CEO to send a "thank you" letter to all employees for their participation
- Announce your results to all employees

\* Denotes materials and ideas that are available at [www.UPAF.org/PropShop](http://www.UPAF.org/PropShop)



## SEE YOUR GIFT IN ACTION!

Support UPAF and Experience the Arts

Benefits are cumulative.

### CORPS \$100+



Receive the UPAF SMART CARD, sponsored by Associated Bank. This gives you one "buy one, get one FREE" ticket offer at each of the 14 UPAF Member Groups, plus discounts at area restaurants and businesses (an estimated value of \$750).



### CAST \$300+

Double your SMART CARD offers! (A \$1,500+ total value)

### PERFORMER \$500+



Invitations to exclusive UPAF Open Rehearsals, sponsored by West Bend Mutual Insurance

### DIRECTOR \$1,000+



Two complimentary registrations for the UPAF Ride for the Arts, sponsored by Miller Lite, for donations made by April 30 (\$100 value)

### PRODUCER \$2,000+

Two complimentary tickets to a UPAF Member Group holiday performance (up to a \$125 value)

# SERVING THE

## ACCESS TO THE ARTS



presented by Northwestern Mutual



Ensuring everyone has the chance to embrace the magic of music, dance and theater through partnerships with local nonprofits.

3,300 people  
26 nonprofit partners  
240 events



Connecting leaders in their 20s, 30s and 40s who are devoted to making our community a better place to live, work and play. A portion of new and increased gifts are directed to UPAF Connect.

### Membership Levels

**Next Generation UPAF Associate**  
\$250+

- 1 Speaker Series Event
- 2 Season Samplers
- 1:1 Networking

**Next Generation UPAF**  
\$500+

- 2 Speaker Series Events
- 4 Season Samplers
- 1:1 Networking
- Leadership Opportunities

**Next Generation UPAF Executive Leadership**  
\$1,000+

- 4 Speaker Series Events
- 4 Season Samplers
- 1:1 Networking
- Leadership Opportunities

# COMMUNITY BEYOND THE STAGE

## ARTS EDUCATION



UPAF Bright Minds delivers high-quality arts education programming, preparing students with the tools to be successful in work and life. UPAF's comprehensive program evaluation measures student growth across **five skills** deemed essential to future success.

- 100% of students experience growth in at least one area
- 47% experience growth across **all five skills**



100,000+ students

200+ schools

100% experience positive change



Join or honor a noteworthy individual with a UPAF Notable Women membership with your new or increased gift of \$1,000. Dollars raised support the UPAF Bright Minds arts education program, helping supplement arts education programs that otherwise could not exist.

### Benefits

- Exclusive events and complimentary tickets to performances
- Opportunities to attend Bright Minds programming to see your support in action
- Informational e-newsletter sent three times a year
- Annual assessment on the quantifiable impact of your support



VISIT THE ONLINE PROP SHOP AT  
[WWW.UPAF.ORG/PROPSHOP](http://WWW.UPAF.ORG/PROPSHOP)  
FOR CAMPAIGN MATERIALS & IDEAS

## UPAF CORNERSTONE GROUPS

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## UPAF MEMBER GROUPS

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## UPAF AFFILIATES

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Above the Clouds

Black Arts MKE

Darby's Dancers

Festival City Symphony

Frankly Music

Kettle Moraine Symphony

Latino Arts

Milwaukee Opera Theatre

Optimist Theatre

Racine Symphony

Sharon Lynne Wilson Center  
for the Arts

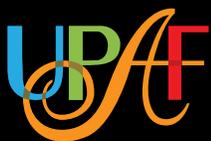
Theatre Gigante

Wild Space

Windfall Theatre

Wisconsin Conservatory  
of Music

Wisconsin Philharmonic



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### STAY IN TOUCH!

Sign up for email alerts and performing arts news at [www.upaf.org](http://www.upaf.org)



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**414-273-UPAF (8723)**

**UPAF.org**

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Milwaukee Repertory Theater, *In the Heights*, Photo by Michael Brosilow; Latino Arts; Milwaukee Symphony Orchestra, Photo by Jonathan Kirn; First Stage, *Matilda*, Photo by Paul Ruffolo; Danceworks; First Stage Academy; Milwaukee Ballet; Tillisch Family