



UNITEDPERFORMINGARTSFUND

Campaign Checklist

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 Campaign Coordinator to:
 - Set goals
 - Brainstorm activities
 - Explore the Prop Shop
 - Learn how to print or share marketing materials
 - Get familiar with our Performance Library including our incredible campaign, community outreach and performance videos*
 - 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 employees
- 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*
- Make the ask. People give to people. Share a compelling story about why you are for the arts, and ask that people donate during the UPAF Campaign.
- Display posters 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

*Resources Available in Prop Shop - upaf.org/ambassador-prop-shop