

2023

United Performing Arts Fund  
Community Campaign

Ambassador Training

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# Campaign Video



# Welcome to UPAF

The United Performing Arts Fund (UPAF) is *essential* to **preserving a vibrant performing arts scene** throughout Southeastern Wisconsin. As the largest donor to all 14 Members, UPAF ensures not only their vitality, but also their sustainability.

For the past five decades the UPAF mission has been to:

- **Raise much-needed dollars** to ensure entertainment excellence
- **Promote the performing arts** as a regional asset
- Responsibly **steward the dollars** our donors so generously give us

**Supporting UPAF truly is a local investment in the Community.**



**UPAF's four-star Charity Navigator rating demonstrates to donors the organization's commitment to financial management, accountability and transparency.**



# 2022 UPAF Fundraising by the Numbers

TOTAL DOLLAR AMOUNT RAISED DURING 2022 CAMPAIGN

**\$10,782,496**

TOTAL DOLLAR AMOUNT ALLOCATED

**\$8,267,000**

TO MEMBERS

**\$7,976,806**

TO AFFILIATES

**\$290,194**

TOTAL NUMBER OF DONORS  
TO THE 2022 CAMPAIGN

**13,400**

NUMBER OF WORKPLACE  
GIVING CAMPAIGNS

**160**

NUMBER OF  
COMPANY DONORS

**147**

With one gift, a UPAF donor supported  
47 organizations throughout  
Southeastern Wisconsin





# Who Does UPAF Support?

UPAF is an organization which supports 14 performing arts Members



UPAF has received a 4-star Charity Navigator rating since 2012, this demonstrates to donors the organization's commitment to financial management, accountability and transparency.

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MILWAUKEE BALLET



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# 2022-23 UPAF Affiliates

## Returning Affiliates:



# 2023 UPAF Affiliates

New Affiliates:

APERI  
ANIMAM  
vocal early music ensemble



Click on video to access  
the presentation



# UPAF MEMBER IMPACT

Throughout the 2021-22 Season:

Local Artists  
employed

1,995

Safe, in-person  
performances

1,533

1 in 5

Performances free  
to the public

150,000

Students from 1,200 partner  
schools participated in arts  
education programming

**More than 1,200,000 people** annually experience performances in our venues and educational programming in our schools. To compare, the Milwaukee Bucks have 700,000 regular season attendees.

# THE ARTS ARE MORE THAN ENTERTAINMENT



Prepares over 50,000 local students with the social-emotional skills to be successful in work and life.



Unites families and communities around free, high-quality performing arts experiences.



Ensures that those with disability or special needs have access to the magic of the arts through tailored programming.

*Donors who contribute \$1,200 or more may designate 10% of their gift to one of these Community Impact Programs.*

# THE ARTS ARE ESSENTIAL

With 150,000 youth actively engaged in arts programming, **including 2/3 of MPS schools**, the performing arts are sparking creativity and keeping kids engaged with learning.





# 2023 UPAF YOUTH ENGAGEMENT



# THE ARTS ARE ESSENTIAL

More than **300 performances are FREE to the community** – Chill on the Hill; the Indaba Band Shell; Marcus Center's Peck Pavilion, Sharon Lynn Wilson Center and so many more experiences made accessible to all.



# 2023 UPAF DIVERSITY





# THE ARTS ARE ESSENTIAL

**\$.97 of every dollar invested in the performing arts stays LOCAL – paying artists; supporting small business partners and elevating our diverse Cultural Infrastructure.**



# 2023 UPAF REGIONAL IMPACT





# First Stage Video



# Your UPAF Campaign!

Make your campaign the best time of the year!



## Planning Your Campaign

- Select Your Campaign Dates
- Submit your Workplace Giving Set Up Form
- Engage your leadership! The success of your campaign depends on it.
- Form a UPAF arts committee! Enlist a few department captains to brainstorm idea's and engage with their fellow employees! Invite any UPAF Next Gen or Notable Women to join.
- Explore the Prop Shop and performances and activities for your campaign

## Events and Performances

- Ask your CEO to speak at your Kick-off event and send out a message announcing the campaign – Email Templates available in the Prop Shop
- Send an email out each day of the campaign and include a performance video or UPAF fact each day of your campaign
- Provide incentives for early bird donors
- Make it Memorable - There are easy activities like crazy hat day, trivia contests and online games. Do you have some daring employees? Challenge them to a talent contest!

## Finish Strong

- Ensure all employees have entered a pledge
- Send out campaign results and a sincere thank you to everyone who participated
- Award prizes



# Sprinkle the Fun!

## Visit the UPAF Prop Shop

[Performance Guide](#)

[Special Events](#)

# Highlights of Designation & Donor Benefits

**\$75** – Receive one voucher, plus restaurant discounts on the **SMART** CARD APP

**\$150** – Receive one voucher plus the UPAF **SMART** CARD with BOGO offers for each UPAF Member.

**\$350** – Double **SMART** Card benefits  
Also, the starting entry point for Next Gen Members.

**\$600** – Invitations to UPAF Open Rehearsals

**\$1,200** – Eligible to designate 10% of your gift to the UPAF Community Impact Program of your choice.

*A maximum of 2 vouchers per donor  
will be awarded.*

## Talking Points on Engaging Donors



**Start with why.** Share an experience you had with the performing arts. Why do the performing arts matter to you?



**Explain how.** Talk about the numerous ways UPAF supports the performing arts and the communities of Southeastern Wisconsin.



**Describe what.** Inform employees that, when they come together, their gifts have a tremendous impact on sustaining the performing arts.



**Say thank you.**

**Visit [UPAF.org](https://UPAF.org) to view all donor benefits.**



AJ Bombers  
Antiqua  
Aria  
ASH  
Bacchus  
Lake Park Bistro  
Blue Bat  
Bottle House 42  
Bravo!  
Carnevor  
Casablanca  
Giggly Champagne  
& Wine Bar  
Harbor House  
I.d.  
Joey Gerard's  
Mason Street Grill  
McBob's Pub & Grill  
Milwaukee Chop  
House  
Milwaukee  
Magazine  
Mr. B's Steakhouse  
Onesto  
Pizza Man  
Proof Pizza  
Ristorante Bartolotta  
Riverside Brewery &  
Restaurant  
Safe House  
Saz's  
Smoke Shack  
Stella Van Buren  
Taylor's People's  
Park  
Timmer's Resort  
Tusk  
Zarletti

The UPAF SMART CARD, sponsored by **Associated Bank**,  
is an excellent selling tool to engage  
employees in the arts.

## Promote UPAF SMARTCARD



THE SMART WAY TO  
ENJOY ART.



With a donation of **\$150 or more**, SMART  
CARD holders receive the following  
benefits:

- **“Buy One, Get One Free” tickets** to one performance for each of UPAF’s 14 Member Groups, a **\$750 value!**
- **Discounts** at more than 25 popular area restaurants and businesses

*Plus, use the UPAF SMART CARD app to easily track and **redeem** benefits while on the go!*

2023 Giving  
Incentives

Support the Arts

Enjoy Exclusive  
Offers & Be  
Entered to Win  
Prizes

### **New or increased gift of \$150**

- Two floor seats tickets to a Bucks game, value, \$4,512
- First Pitch opportunity plus four tickets to a Brewers game, donated by the Milwaukee Brewers, value, priceless

### **New or increase gift of \$75**

- Kesslers 1ct. Total weight Newborn Lab created Diamond Stud Earrings in 14K White Gold, value \$1,485
- Two Tickets to each UPAF Member, value \$1,176
- Las Vegas getaway/ a 2-night stay at The Platinum Hotel, value \$658

### **New or increased gift of \$50**

- Four tickets to the Rep w/dinner certificate at St. Kate, value \$270

2022 Winners from:

Northwestern Mutual, Froedtert, Foley & Lardner, and the General Public

# 2023 UPAF Community Events



## Community Campaign Launch

Wednesday, Feb. 8, 2023

Marcus Performing Arts Center

Todd Wehr Theatre

We would love to see you there!



## UPAF Ride for the Arts

Sunday, June 4, 2023

Summerfest

Sign your Team up Today!



## UPAF Golf Outing

Monday, July 17, 2023

North Shore Country Club

**Get a Foursome together  
and join us for a  
great day on the course!**





# Let's Play Kahoot!



# Resources and Contact Information:

[Prop Shop](#) – Your source for all of your Employee Giving Campaign needs

[Performance Calendar](#) – View a list of Upcoming Performances

[SMART CARD](#) – See the list of participating restaurants

[Community Impact Programs](#) – Find out more about Bright Minds, UPAF Connect and Kasey's Fund

[UPAF Affinity Groups](#) – UPAF has Next Generation for donors in their 20's, 30's and 40's as well as Notable Women who lift up Arts Education.

## **Your Employee Giving Campaign Partners:**

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## **Campaign Coordinators:**

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# THANK YOU!!!

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