**Email 1**

*Copy and paste the information below into the subject line and body of an email, personalize message or campaign information and send to employees at your workplace*

**Subject Line: UPAF Campaign starts (today/start date)**

(Company’s Name)’s [United Performing Arts Fund (UPAF)](https://upaf.org/) Campaign starts (today/start date)!

Be part of the UPAF Campaign and help raise our community up through the magic of music, dance, song and theater!

With your support, UPAF funds over 50 diverse local performing arts organizations providing stirring, thought-provoking and meaningful performances and educational programs throughout our region.

Our local artists play a vital role in shaping the vibrant cultural landscape of the Greater Milwaukee Area. Their creative contributions enrich our community and inspire us all by sharing their talents. From musicians to actors to dancers, these artists infuse our city with energy and creativity. Because of support from people like you, these individuals can thrive within our world-class performing arts organizations, providing outstanding entertainment, transformative educational programs and arts opportunities for all. With your help, our exceptional local artists and groups will continue to positive impact our lives and communities.

*If you’re for an energized and connected community, join us!*

The UPAF campaign will run through (campaign end date). I encourage you to *play your part* and make a gift today! (insert workplace giving site link).

We’ve planned an entertaining week for you! Please join us during the following events:

1. (Date/Time) Kick off Event
2. (Date/Time) Lunch and Learn Performance
3. (Date/Time) Join us for (activity)
4. (Date/Time) Closing event

(Feel free to use the quote below or find someone from your own workplace to share about why they support UPAF and the arts).

*With family involved in First Stage and The Rep, my commitment to promoting the arts as a regional asset is both professional and personal. The arts inspire us, teach us, shape us, and bring us together — and we are all better because of it.*

Pat Horne, Northwestern Mutual and UPAF Chorus Line Member