



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
- Engage key leadership and those involved with UPAF Next Gen, Notable Women and affiliated boards
- Meet with UPAF staff to:
  - Set goals
  - Brainstorm activities
  - Review the Prop Shop\*
  - Discuss marketing materials and identify key contacts for collaboration
  - Submit Workplace Giving set-up form for online giving\*
- Check to see if your company has a gift matching policy  
If so, be sure to include this in your communication to your employees
- Organize and promote campaign activities and incentives\*
- Customize UPAF email templates and schedule them throughout your campaign\*

## Begin Your Campaign

- Distribute a message from your CEO/leadership announcing your campaign\*
- Host a kickoff or campaign event, including a UPAF performer and/or speaker\*
- Make the ask! Send out reminder emails with UPAF facts and your embedded donation link\*
- Display posters and brochures\*
- Provide incentives and promote donor benefits like the UPAF SMART CARD and Give & Win Sweepstakes
- Capture the fun and share your campaign on social media - Tag UPAF #ForTheArts #UPAF

## Engage Leadership & Young Professionals

- Host a separate leadership event and ask top management to kickstart the campaign with their pledges
- 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 to increase participation year over year
- Award prizes for any campaign competitions or drawings
- Ask your CEO/leadership to send a “thank you” to all employees for their participation
- Announce your results to all employees
- Promote the UPAF Ride for the Arts, support a Ride Team, and celebrate your success at UPAF Fest

\*Resources Available in Prop Shop - [upaf.org/ambassador-prop-shop](http://upaf.org/ambassador-prop-shop)