We’re FOR THE ARTS!
UPAF 2022 Campaign
Ambassador Training
Opening Video
Welcome to UPAF

The United Performing Arts Fund (UPAF) is essential to preserving a vibrant performing arts scene throughout Eastern 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.
Why For the Arts?

- *For* helping thousands of local artists thrive on the stage and behind the scenes.
- *For* creating a vibrant, stable arts community where all people can live, work and raise families.
- *For* the economic growth a vibrant arts community brings to our city.
- *For* opportunities provided for people of all ages and backgrounds by having access to the arts.
- *For* attracting and retaining the best talent in the region.
- *For* educating and teaching our youth through the arts programming.
UPAF Members
2022 UPAF Affiliates

New Affiliates

- Forte Theatre Company
- Kids From Wisconsin
- LGSO Lake Geneva Symphony Orchestra
- Marcus Performing Arts Center
- Milwaukee Jazz Institute
- PianoArts North American Piano Competition and Festival
- Ruach: A Jewish Arts & Music Organization
- Sharon Lynne Wilson Center for the Arts
- The Strings Academy of Wisconsin
- SUNSET Playhouse
- Ten Chimneys Foundation
- XADAD Support African Dance and Drama in 15th Century
The Pandemic is not over, the recovery will continue

UPAF Members have returned to the stage safely
~ Extensive safety protocols are in place for performers, staff, and audiences
~ Full-length 2021-22 seasons are being produced
~ Performers are back on stage in front of live audiences, inspiring and lifting us all by sharing their talent

Revenue losses and COVID-19 risks are still present
~ Many organizations are not selling at full capacity (70% or less)
~ Regular attendees are still cautious to return and renew their season subscriptions
~ Lack of new audiences this season will have a longer impact
~ Government recovery helped however, it was not equal for each Member and next year will be daunting without much additional support
~ Inflationary pressures for artists and production resources
2022 UPAF Events

Community Campaign Launch
Tuesday, Feb. 22, 2022
Bradley Symphony Center

UPAF Ride for the Arts
Sunday, June 5, 2022
*Return to the Hoan*

UPAF Dancing on the Green Golf Outing
Monday, July 18, 2022
North Shore Country Club

Campaign Finale
September
# 2021 UPAF Campaign by the Numbers

<table>
<thead>
<tr>
<th>Category</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Dollar Amount Raised</td>
<td>$10,148,461</td>
</tr>
<tr>
<td>Total Dollar Amount Allocated</td>
<td>$8,010,010</td>
</tr>
<tr>
<td>To Members</td>
<td>$7,840,510</td>
</tr>
<tr>
<td>To Affiliates</td>
<td>$169,500</td>
</tr>
<tr>
<td>Total Number of Donors</td>
<td>13,939</td>
</tr>
<tr>
<td>Number of Workplace Giving Camps</td>
<td>128</td>
</tr>
<tr>
<td>Number of Individuals Participating</td>
<td>9,811</td>
</tr>
<tr>
<td>Number of Company Donors</td>
<td>170</td>
</tr>
<tr>
<td>Number of Volunteers</td>
<td>400+</td>
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UPAF 2022 Loaned Executives

Sue Bugalski, Sponsored by Rockwell Automation
Deidra Edwards, Sponsored by Johnson Controls
Michael Gaynor, Sponsored by Baird
Nancy Gorens-Edelman, Sponsored by Northwestern Mutual
Gretchen Titus, Sponsored by We Energies
# Your UPAF Campaign!

## Planning Your Campaign
- Select Your Campaign Dates
- Submit your Workplace Giving Set Up Form
- Sustaining Gifts setup
- Engage your leadership
- Form a UPAF arts committee! Enlist a few department captains to brainstorm idea’s and engage with their fellow employees!
- Explore the Prop Shop and select videos and activities for your campaign

## Arts in Your Inbox
- Ask your CEO to 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 each day of your campaign
- Add incentives for early 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
Include an Activity during your meetings:
• Use an Ice Breaker to open your meeting
• Photo sharing – either baby photos or a stage performance
• Build a Story, everyone adds one word at a time
• Zoom Pictionary
• Happy Hour
• Have a Sidewalk chalk contest
• Kahoot! Online Game

Robust Video Content
• :60 UPAF Campaign Video
• (3) Artist Testimonials
• (30+) Workplace Campaign Videos
• Community Impact Programs
• Digital Library on upaf.org/Ambassador-prop-shop

PRE-RECORDED PERFORMANCES AND ACTIVITIES

1 minute

5 minutes

less than 3 minutes
Matching Gifts
Double Your Impact

Your gift goes twice as far when it is matched by your employer! Visit UPAF.org to see if your company offers a matching gift program.

Don’t see your employer listed? Contact your human resources department to learn if they offer a matching gift program!
UPAF Community Impact Programs

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 neighborhoods around free, high-quality performing arts experiences.

Ensures access to the performing arts by breaking down barriers for people with disabilities or special needs.
Highlights of Designation & Donor Benefits

$100 – Receive the UPAF SMART CARD

$300 – Double SMART Card benefits

$500 – Invitations to UPAF Open Rehearsals

$1,000 – Eligible to designate 10% of your gift to the UPAF Community Impact Program of your choice. Receive recognition in the UPAF Annual Report

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 to view all donor benefits.
## Engaging Leadership

### Talking Points on Engaging Leadership

- **Start a Pacesetter Campaign.** Ask your leadership to give early.
- **Work with CEO on setting a target donation for C-Suite**
- **Special event for your leaders.**
  - Performer
  - Member Executive Director speaker
- **Leadership offers a challenge.** HAVE FUN
  - CEO will dye their hair if the company reaches its goal.

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<tr>
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<th>Benefits</th>
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<tr>
<td>$1,000</td>
<td>Eligible to designate 10% of your gift to the UPAF Community Impact Program of your choice. Receive recognition in the UPAF Annual Report</td>
</tr>
<tr>
<td>$3,000</td>
<td>Receive an invitation for two to the exclusive Golden Circle Party</td>
</tr>
<tr>
<td>$5,000</td>
<td>Eligible to designate 20% of your gift to the UPAF Community Impact Program or one of UPAF Members of your choice</td>
</tr>
<tr>
<td>$10,000</td>
<td>Invitation for two to the exclusive Artist Society Reception</td>
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Visit UPAF.org to view all donor benefits.
UPAF SMART CARD

With a donation of $100 or more, SMART CARD holders receive the following benefits:

• **One free ticket with the purchase of another** to one performance for each of UPAF’s 14 Member Groups!
• **Discounts** at more than 30 popular area restaurants and businesses
• **The UPAF SMART CARD Performance Guide**, sponsored by The Marcus Corporation

*Plus, use the UPAF SMART CARD app to easily track and redeem benefits while on the go!*
UPAF Notable Women brings together a powerful group of women dedicated to improving our community through philanthropy, service and advocacy.

**Giving Level - $1,000**
- Invitation to exclusive events.
- Special offers from UPAF Members.

Next Generation UPAF is a group of leaders dedicated to making our community a better place to live, work and play. Members represent the “next generation” in support of, advocacy for and promotion of the performing arts. Membership is open to donors in their 20s, 30s and 40s with a gift of $300 or more.

**Next Generation Member Benefits**
- **Invitations to exclusive events**, like Next Gen Night Out – featuring discounted Member performances and networking receptions – and speaker series events.
- **Volunteer leadership opportunities** with UPAF & UPAF Members.
- **New this year!** A portion of each gift will be dedicated to a Next Generation member-directed fund supporting innovative and collaborative UPAF Member projects aimed at drawing new audiences to the arts.
Questions?
How can we help you have a successful Campaign?
Thank you!

Your support of UPAF is greatly appreciated!