**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) — Play your part**

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

**Our annual UPAF Campaign provides critical support for UPAF’s 14 Performing Arts Members and your support will ensure our region’s exceptional artists can flourish and produce:**

* Performances that challenge minds and stir emotions.
* Inspired youth who use the arts as a springboard for lives filled with creativity.
* Shared experiences that connect people from all backgrounds and walks of life.

The generosity of individuals like you has allowed our talented artists and groups to persist through the dramatic hardships caused by COVID-19 so they could continue to uplift, entertain and connect our community through virtual and safe in-person performances at a time when we needed it most**.** Now, our local performing arts community is buzzing with anticipation to welcome you safely back to the theater with enhanced safety protocols.

But, the impact of the past 18 months, including nearly $23 million in lost revenue, will take years to recover from. Our local artists and groups are depending on the generosity of our community so they can continue to enrich, educate and strengthen our region for generations to come.

We invite you to add 5-10 minutes of the performing arts into your day during our campaign. Included below are a few videos to enjoy throughout your day or week.

**Our UPAF Campaign is an opportunity for you play your part in a creating a community where everyone can be lifted by the arts.** The 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

Your support of our local artists and performing arts organizations is essential in allowing them to positively impact our community.

* [*Together, We’ll Bring Down the House*: UPAF Campaign Video](https://youtu.be/WxiZnjqT-8w?t=2)
* [Local Actor & Director Laura Gordon on the Remarkable Impact of the Arts in Our Community](https://youtu.be/gnOT4x9baX4?t=2)
* [*Resilience, Dedication and Loss*: A 2020-21 Performing Arts Infographic](https://upaf.org/application/files/9216/1366/6010/Horizontal_COVID_infographic_-_full.png)

Thank you for participating in our UPAF Campaign!