**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) — For The Arts!**

(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 40 diverse local performing arts organizations providing stirring, thought-provoking and meaningful performances and educational programs throughout our region.

Our local artists are thrilled to be back on stage in front of live audiences, inspiring and lifting us all by sharing their talent… safely. Recovery is underway in the performing arts sector while at the same time our groups continue to deal with the challenges of adapting to ongoing change. Because of support from people like you, these groups persevere to continue providing energizing arts experiences that connect people from all walks of life. They keep innovating to provide safe, transformative educational programs that empower our kids to express themselves, process emotions and succeed in school. With your help, our exceptional local artists and groups will continue to positively 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