



***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.**



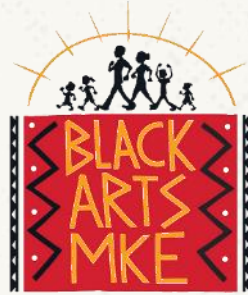


# Why For the Arts?

- *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



The  
Florentine  
Opera





# 2022 UPAF Affiliates

## Returning Affiliates



# 2022 UPAF Affiliates

## New Affiliates



# 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

1,200+  
Artists Employed

488  
Virtual Performances

145  
Safe, in-person  
performances

161,832  
Students participated  
in art education  
programming



# 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

TOTAL DOLLAR AMOUNT RAISED DURING 2021 CAMPAIGN

**\$10,148,461**

TOTAL DOLLAR AMOUNT ALLOCATED

**\$8,010,010**

TO MEMBERS

**\$7,840,510**

TO AFFILIATES

**\$169,500**

TOTAL NUMBER OF DONORS  
TO THE 2021 CAMPAIGN

**13,939**

NUMBER OF  
COMPANY DONORS

**170**

NUMBER OF  
VOLUNTEERS

**400+**

NUMBER OF WORKPLACE  
GIVING CAMPAIGNS

**128**

NUMBER OF INDIVIDUALS WHO  
PARTICIPATED IN WORKPLACE  
GIVING CAMPAIGNS

**9,811**



# 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

# PRE-RECORDED PERFORMANCES AND ACTIVITIES

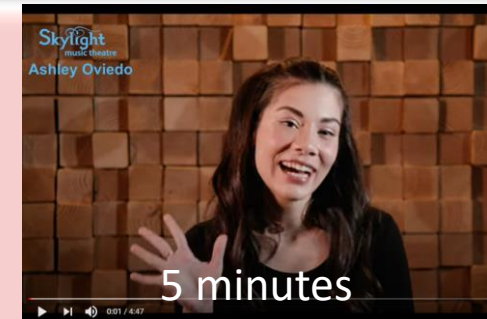
## Robust Video Content

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



## 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





# Matching Gifts

## Double Your Impact

Your gift goes twice as far when it is matched by your employer! Visit [UPAF.org](https://UPAF.org) to see if your company offers a matching gift program.

See if your employer will match your donation!

Let's Check

All information provided by  
Double the Donation



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](http://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.

**\$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

**\$3,000** – Receive an invitation for two to the exclusive Golden Circle Party

**\$5,000** – Eligible to designate 20% of your gift to the UPAF Community Impact Program or one of UPAF Members of your choice

**\$10,000** – Invitation for two to the exclusive Artist Society Reception



**Visit [UPAF.org](https://UPAF.org) to view all donor benefits.**



#### Participating Restaurants:

AJ Bombers  
Antiqua  
Aria  
ASH  
Bacchus  
Lake Park Bistro  
Blue Bat  
Bottle House Forty-Two  
Bravo!  
Carnevor  
Casablanca  
Giggly Champagne &  
Wine Bar  
Harbor House  
I.d.  
Joey Gerard's  
Mason Street Grill  
McBob's Pub & Grill  
Milwaukee Chop House  
Milwaukee Magazine  
Mr. B's Steakhouse  
Onesto  
Pizza Man  
Proof Pizza  
Ristorante Bartolotta  
Riverside Brewery &  
Restaurant  
Safe House  
Saz's  
Smoke Shack  
Stella Van Buren  
Taylor's People's Park  
Timmer's Resort  
Tusk  
Zarletti

# UPAF SMART CARD



Sponsored  
by:  **Associated  
Bank**

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!***



sponsored by BMO  Harris Bank

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.



A blue-tinted photograph of three women dancing joyfully in front of a large window. The woman in the center has a large afro and wears a patterned dress, with her arms raised high. The woman on the left wears a plaid dress and also has her arms raised. The woman on the right wears a light-colored dress and is in a dynamic dance pose. A sign in the window behind them says "Come in WE'RE OPEN".

# Questions?

**How can we help you have a  
successful Campaign?**



A blue-tinted photograph of two ballerinas in a dance studio. One ballerina is in the foreground, standing on her right leg with her left leg raised and arms extended upwards. Another ballerina is behind her, also in a similar pose. The floor is a polished wooden dance floor with white lines. The background is a plain wall with some light reflections.

**Thank you!**

**Your support of UPAF is  
greatly appreciated!**