**UNITED PERFORMING ARTS FUND EMAIL CAMPAIGN TEMPLATES**

**Instructions:**

Thank you for supporting your workplace giving campaign this year! We’re excited to have you onboard. Use the email templates below to share the story and mission of United Performing Arts Fund (UPAF) and encourage fellow employees to get involved in your campaign!

As a best practice, we recommend promoting campaign details one to two weeks in advance through company communications like a newsletter, all-hands meeting, or even at the bottom of your email signature. Include important info such as campaign dates, activities, and how employees can get involved. These emails will help build excitement, raise awareness, and boost participation. The more you and your leadership share, the more employees will feel inspired to join in and make a difference!

1. Copy and paste the “Subject Line” into the subject line of a new email.
2. Copy and paste the “Body” into the body of this new email.
3. Fill in fields and personalize messages as you see fit.
4. Insert your company’s “Donation Link.”
5. Send it out!
6. Send messages as needed throughout your campaign. We suggest at the very least, an initial email that is best from leadership, a mid-campaign email, and a final push.

If you have questions, don’t hesitate to contact your UPAF Campaign Coordinator!

**Email Subjects**

UPAF Campaign Kicks Off

Every Dollar Counts—Let’s ALL Support the Arts!

Give and Win Sweepstakes

Your Gift Helps Empower Our Youth Through the Arts

Support Local Artists and Keep Milwaukee Thriving!

One Gift. Regional Impact.

Last Day

Thank You

**Subject Line**: UPAF Campaign Kicks Off (start date)!

**Body**:

Our United Performing Arts Fund (UPAF) Campaign starts (start date)!!

Join me/us in supporting the incredible local performing arts community that shapes the vibrant culture of Greater Milwaukee. Gifts to UPAF fund 14 member groups and numerous other performing arts organizations—providing breathtaking performances, educational programs, arts accessibility and opportunities for local artists to thrive.

These artists fuel our city with creativity, energy, and inspiration. From music and dance to theater and more, your contribution ensures our community continues to experience world-class arts that connect and uplift us all.

Ready to make a difference? (insert workplace giving site link **if active**)

Our UPAF campaign runs (campaign dates).

 Don’t miss these events:

1. (Date/Time) Kickoff Event
2. (Date/Time) Lunch & Learn Performance
3. (Date/Time) (Activity)
4. (Date/Time) Closing Event

**Why I support UPAF:** [Consider getting a quote from a someone on a member board or with a special relationship to UPAF]
*"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 & UPAF Cabinet Member

Let's raise the curtain on a more connected, energized community!

Best,
[Name]
[Title]

**Subject Line**: Every Dollar Counts—Let’s ALL Support the Arts!

**Body:**

With the United Performing Arts Fund (UPAF) Campaign (details on dates). We’re excited to share our company goal of full participation!

Whether you donate $5, $75, or $600, **every dollar counts**. The power of your contribution is about more than the amount—it’s about **coming together** as a team to support something that enriches our entire community. From inspiring young minds through arts education to providing world-class performances that bring us all closer, UPAF’s impact is far-reaching.

We would love to see each employee involved, showing that we stand together in supporting our arts community. Whether it is a small gift or a larger contribution, your involvement sends a powerful message that the arts are vital to our region’s success and vibrancy.

**Help reach our goal** by making your donation here: [Insert donation link]

Best,
[Name]
[Title]

**Subject Line:** It’s not why you give, but it doesn’t hurt either!

**Body:**

Did you know when you donate a new or increased gift to UPAF, you are automatically entered to win some great prizes in their Give & Win Sweepstakes?!

**New or increased gift of $50**

* **PNC Major League Moment** Package (includes four tickets, autographed baseball, swag and an on field experience for a child)
* **Danceworks** Subscription
* Four tickets to your choice of **Milwaukee Ballet’s *Nutcracker* or the Rep’s *A Christmas Carol***
* Four **UPAF performance vouchers**

**New or increase gift of $75: Level below, plus**

* A one-night **Grand Geneva** resort package with golf and dining certificates
* Four tickets to a **Green Bay Packers game**
* Four premium tickets to **Milwaukee Brewers game**
* Four tickets & a backstage tour at **Skylight Music Theatre**

**New or increased gift of $150: All other levels, plus**

* **Backstage dinner for 10** at the Miller High Life Theater
* **Four tickets to the U.S. Bank Founders Suite** at a Milwaukee Brewers game (includes parking, food & beverage)
* A six performance subscription to the **Milwaukee Symphony Orchestra** & a backstage tour

Join me in donating to UPAF to support the performing arts AND be entered to win.

A special thank you to UPAFs Give & Win Sweepstakes prize sponsors! For official rules and details visit [www.upaf.org/sweepstakesrules](http://www.upaf.org/sweepstakesrules)

[Insert donation link]

Thank you,
[Name]
[Title]

**Subject Line**: Your Gift Helps Empower Our Youth Through the Arts

**Body**:

Our United Performing Arts Fund (UPAF) Campaign is underway, and we’re incredibly grateful to those who have already donated!

Did you know that our local performing arts organizations impact 40,000 kids in more than 200 schools?

Arts education is about more than just creativity. It equips young people with essential life skills like leadership, teamwork, problem-solving, and resilience. It boosts classroom engagement, sparks new connections, and helps students with varied learning styles succeed academically.

Here’s how arts education makes a lasting impact:
• Students in the arts are 4x more likely to be recognized for academic achievement.
• They have higher GPAs, SAT scores, and are 3x more likely to earn a bachelor’s degree.
• Low-income students with arts access are 2x more likely to graduate from college.
• Students who engage with the arts are 5x less likely to drop out of school.

Your support of UPAF helps ensure arts education continues to transform the lives of countless students in our community. Make your gift today and be part of this vital work.

[Insert donation link]

Thank you for making a lasting difference!

Best,
[Name]
[Title]

**Subject Line**: Support Local Artists and Keep Milwaukee Thriving!

**Body**:

The United Performing Arts Fund (UPAF) Campaign is in full swing—thank you to everyone who has already donated!

Because of your support, UPAF Members and Affiliates have grown from local start-ups to nationally recognized names, not only bringing top-tier talent to Milwaukee, but allowing them to plant roots and thrive here. With more than 1.2 million attendees each year, there are several months from October to May that the professional performing arts scene attracts more people to than professional sporting events —showing just how deeply art connects our community.

But the impact of local artists goes far beyond the stage:
• **Artists as Teachers** – Guiding students to discover their talents and build confidence.
• **Artists Behind the Curtain** – The thousands who ensure every performance runs smoothly and reaches its fullest potential, even if you never see them.
• **Artists as Innovators** – Bringing fresh community perspectives, sparking conversations, and leading with creativity.

These artists shape Milwaukee’s cultural landscape, offering not only entertainment but inspiration, education, and opportunities for personal growth. Eighty-six percent of people feel the arts improve a community’s livability.

Support UPAF today to help continue the amazing work of our local artists and keep our community vibrant.

[Insert donation link]

Thank you for being part of something extraordinary!

Best,
[Name]
[Title]

**Subject Line**: One Gift. Regional Impact.

**Body:**

Thank you to everyone who has already donated to the United Performing Arts Fund (UPAF) Campaign! Your generosity helps our local performing arts organizations continue to inspire, educate, and connect people across Southeastern Wisconsin.

Wherever you may live, your one gift strengthens our entire region. UPAF supports local arts groups, ensuring everyone can enjoy world-class performances and educational opportunities close to home. The arts are essential for our cities, towns, and villages to grow and thrive. A strong arts scene attracts talent, brings jobs, generates revenue, and draws visitors, while also making our region an attractive place for residents and businesses. The performing arts generate 335 million dollars in local economic activity.

Milwaukee & Waukesha were recently ranked among the nation’s top arts-vibrant communities, placing 18th in the U.S.—ahead of both Chicago and St. Louis—thanks to the incredible work happening here.

By supporting UPAF, you help build a stronger, more connected region, one that supports thriving businesses, energized residents, and visitors eager to explore everything our communities have to offer.

Donate to UPAF today and be part of a vibrant, growing future!

[Insert donation link]

Thank you for your support!

Best,
[Name]
[Title]

**Subject Line:** UPAF Campaign Final day!

**Body:**

Today is the final day of our UPAF Campaign!

We want to thank everyone who has already contributed to supporting our local arts community. Your generosity is making a real difference in bringing incredible performances, educational programs, and opportunities to our region.

If you haven’t had the chance to donate yet, there's still time to be a part of this important effort! Every dollar counts, and your gift helps support the amazing artists, educators, and organizations that make our community thrive.

To make your donation, simply click here: [Insert donation link].

Thank you for considering your gift today. Let’s finish strong in powering the arts together!

Thank you,
[Name]
[Title]

**Subject Line:** Thank You for Supporting the UPAF Campaign!

**Body:**

On behalf of [Company Name], we want to express our sincere gratitude to each of you for your generous support of the United Performing Arts Fund. Thanks to your contributions, we are able to help fund the incredible performing arts organizations that bring creativity, inspiration, and education to our region.

Your commitment to supporting the arts ensures that local artists and educators continue to impact thousands of people in our community, from children discovering their talents to residents enjoying world-class performances.

Together, we’ve made a lasting impact. Thank you for being part of something special and for making a difference in the lives of so many.

We’ll keep you updated on the final results of our campaign soon!

With heartfelt thanks,
[Name]
[Title]