

UNITED PERFORMING ARTS FUND

2026 AMBASSADOR TRAINING

8:45-9:00 Networking

9:00-10:00am Training

10:00-10:30am Panel / Q&A



Benefits of A United Arts Fund



Raises money for local arts institutions by **consolidating fundraising efforts** into one organization



Establishes **the arts as a civic responsibility** important for the common good



Provides **accountability and knowledge** not feasible for most donors individually



Centralizes funding requests made to local businesses



Recruits and engages leaders and volunteers who span a wide range of sectors for the benefit of the arts

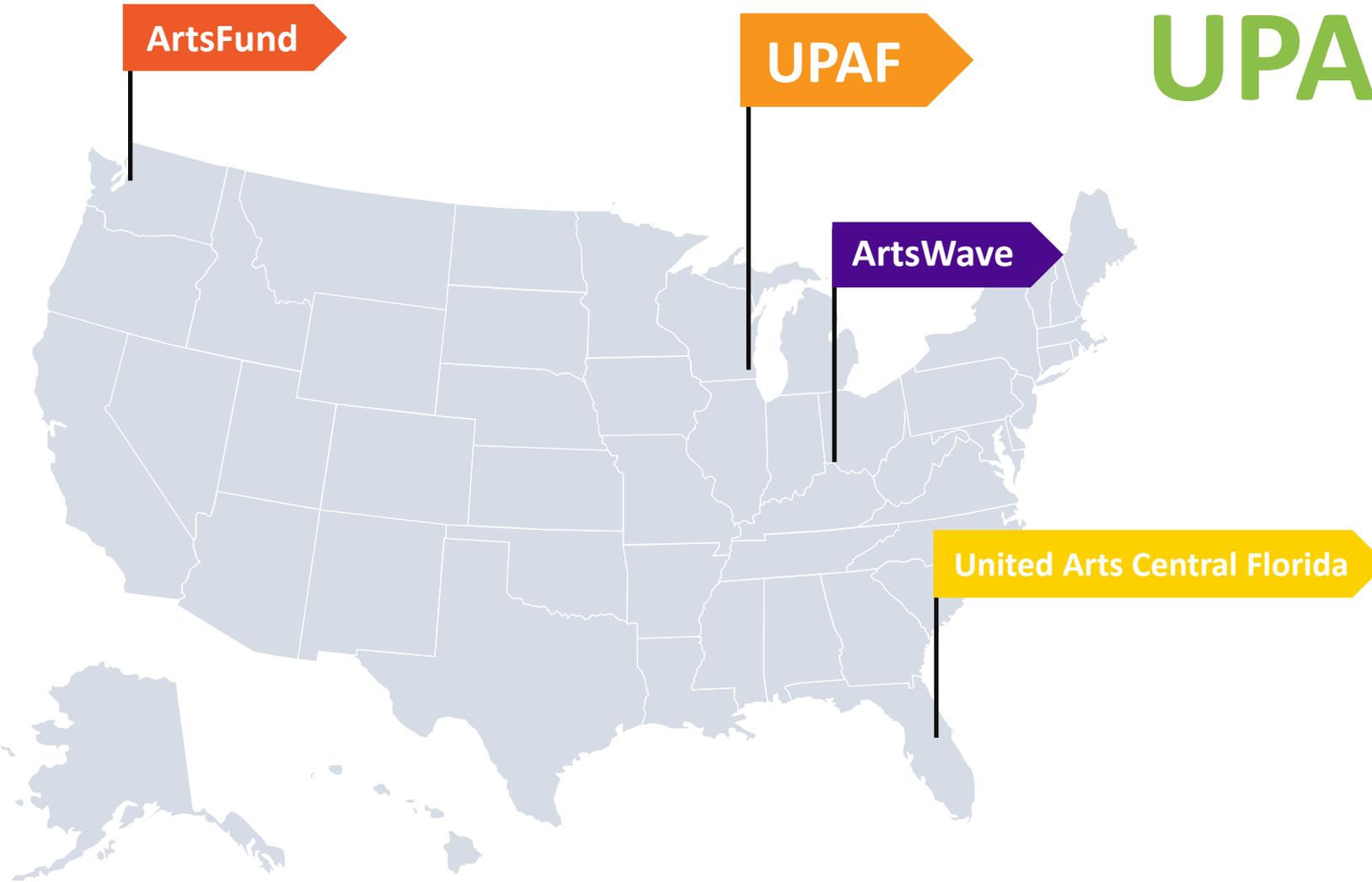
Communities with a united arts fund are better off than those without
– the arts sector is larger, arts groups spend less on fundraising and have more stability and total arts spending is higher

(Americans for the Arts)



UPAF's National Leadership

Nation's Largest Performing Arts Fund



- ▶ **UPAF (WI) – \$9-10M**
 - Community-driven (no endowment/public funds)
 - Dedicated to the performing arts

- ▶ **ArtsWave (OH) – \$12.5M**
 - Endowment & Public Funds
 - Arts funded: Museums, theaters, music venues, cultural institutions, individual artists & arts initiatives
- ▶ **ArtsFund (WA) – \$12.5M**
 - Endowment & Public Funds
 - Arts funded: Dance, music, theater, visual arts, literary arts, and more
- ▶ **United Arts Central Florida – \$9-10M**
 - Endowment & Public Funds
 - Arts funded: Education, cultural festivals, dance, music, theater, and visual arts

Our Impact on the Arts in Southeastern WI

Largest
united fund
for the
performing
arts

\$400+
million
raised to date

Largest
annual
supporter
to 14 groups

\$3.52
per capita
in funding
\$0.18 per capita
w/o UPAF

About UPAF

VISION: A thriving Southeastern Wisconsin community, unified and uplifted by the performing arts.

MISSION: UPAF advances the vitality of Southeastern Wisconsin by raising essential funds, providing strategic stewardship and inspiring involvement in the performing arts.



WIDE SCOPE OF INVESTMENT

One Gift.
Regional Impact.



REGIONAL VIBRANCY

The Arts Power a Strong,
Competitive Region.



ARTS EDUCATION & ACCESSIBILITY

Every Child. Every Ability.
Every Community.



INSPIRING INVOLVEMENT

Where Passion Becomes
Lifelong Support.

UPAF Members & Affiliates



Affiliates

Latino Strings, Wisconsin Conservatory of Music, Kids from Wisconsin, Bembe Drum & Dance, Frankly Music, Milwaukee Jazz Institute, Racine Symphony Orchestra, Festival City Symphony, TBEY, Marcus Performing Arts Center, Milwaukee Opera Theater, Studio K Flamenco, Waukesha Civic Theatre, Above the Clouds, Sharon Lynne Wilson Center for the Arts, Wild Space Dance Company, Milwaukee Youth Theatre

UPAF Community Impact Programs



Created to ensure the accessibility of the arts by eliminating barriers imposed by disability, special needs, and geography.

- **12 of 14 Members** offer ASL, Closed Caption & Sensory Friendly performances.
- **52,129 free tickets** offered to performances and community events.



Directs funds to UPAF Member education initiatives delivering high-quality arts education programs.

- **Nearly 1,000 Schools Served** – Public, Private and Charter.
- **Over 100,000** K-12 students served.

2025 by the Numbers

REVENUE DURING 2025 CAMPAIGN

\$9,101,255

TOTAL NUMBER OF WORKPLACE GIVING DONORS

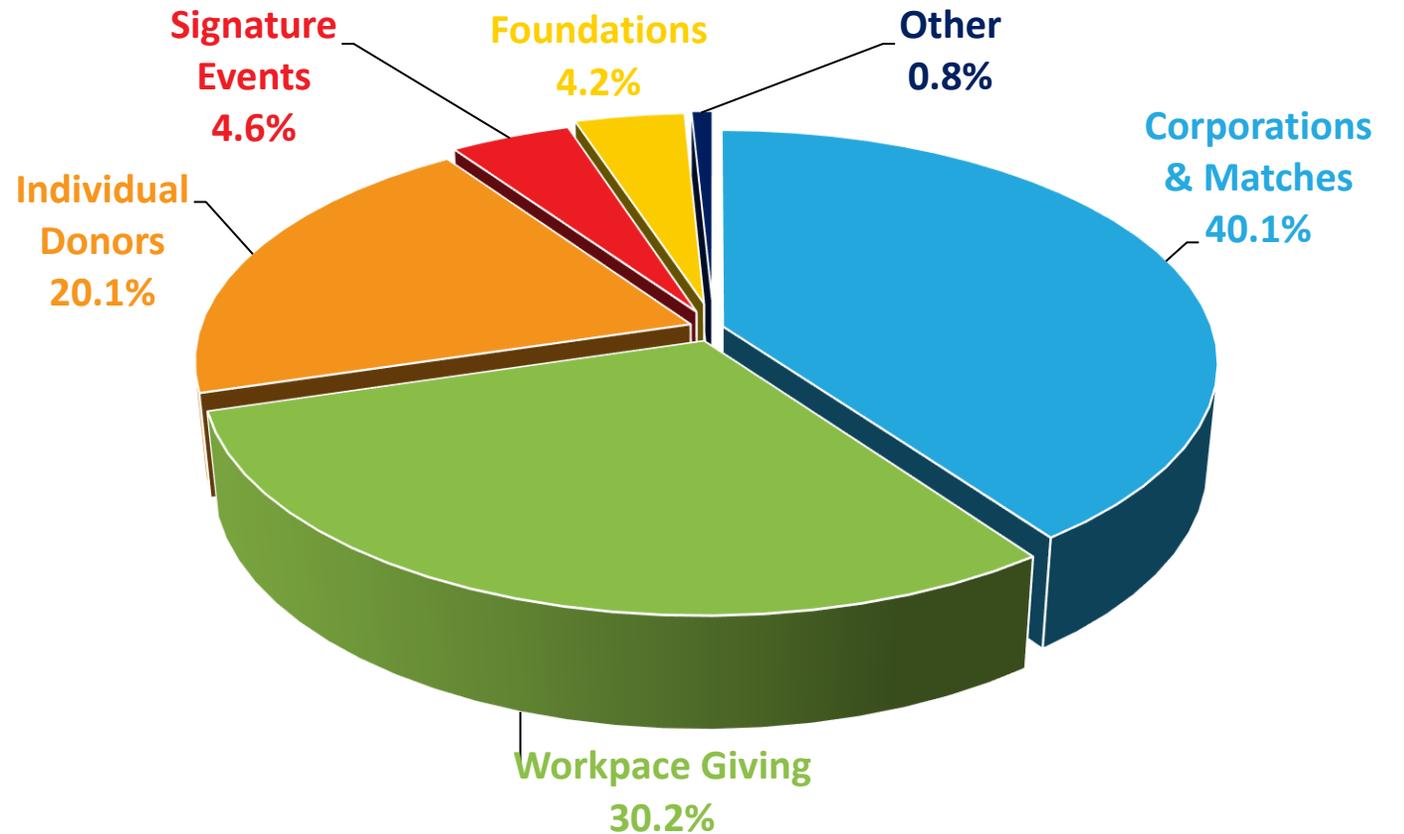
8,383

NUMBER OF WORKPLACE GIVING CAMPAIGNS

105

NUMBER OF CORPORATE DONORS

150



UPAF has received a 4-star Charity Navigator rating since 2012, this demonstrates to donors the organization's commitment to financial management, accountability and transparency.

Colleen Hider
chider@upaf.org
414-239-6295



Gretchen Titus



gtitus@upaf.org

UPAF WPG Staff

- Goals and strategy
- Campaign planning
- Leadership connections
- Speaking opportunities

Campaign Coordinators

- Questions
- Materials & Swag
- Performer/Speaker support
- On-site event execution/support
- Campaign tracking and progress

Jen Brockman
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414-239-6282



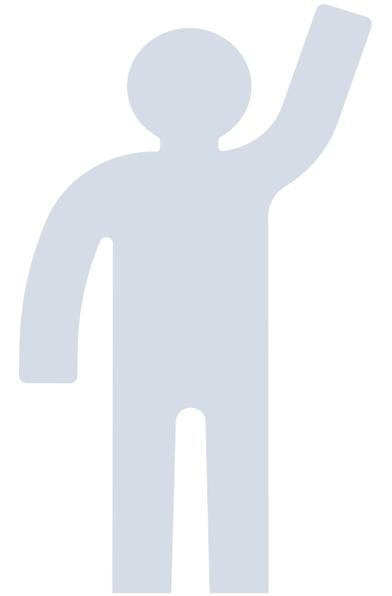
Gunna Middleton



gmiddleton@upaf.org

Ambassador Role

Workplace Giving helps drive a third of UPAF's annual support.



Lead the campaign. Partner with leadership and UPAF to plan, promote, and deliver a successful workplace campaign.

Activate your team and workplace. Recruit a committee, assist performers and speakers, and inspire leadership and employee giving.

Make the impact visible. Help share the story of the performing arts, support communications and engagement, thank donors and volunteers.

Grow as a leader. Gain recognition, career-building skills, valuable connections, and deeper arts impact expertise.

We are deeply grateful for your time, energy, and passion!

Campaign Planning Timeline

- Attend Training
- Engage Key Leaders
- Set Dates
- Recruit Committee
- Company Gift Match
- UPAF Staff Connect
- Discuss Events, Incentives
- Communications

- Request Speakers
- Request Performers
- Online Set-up Form
- Finalize Incentives

- Event Run of Show
- Start Communications

- Share Giving Site
- Communications
- Monitor Progress
- Take/Post Photos
- Send Reminders

- Confirm Pledges
- Submit Envelope
- Confirm Payroll Deductions
- Announce Results/Thank
- Award Incentives/Prizes
- Provide UPAF Feedback

Two Months

Four Weeks

Two to One Week

During

End

Campaign Planning

- ❑ **Attend Training**
- ❑ **Engage Key Leaders EARLY**
 - Ensure leaders support the campaign as visible champions, encouraging broad participation to achieve campaign goals
- ❑ **Set Dates**
 - Campaigns can run from a day to a month... we recommend **1-2 weeks in length**
 - Confirm campaign timing with company **leadership**
 - Let **UPAF staff** know once dates are confirmed
- ❑ **Recruit Committee**
 - Gather colleagues from different departments and levels
 - **1 - 2 Executive Leads**
 - Identify key **communications and payroll contacts**
- ❑ **Company Gift Match**
 - If matching is available, highlight this prominently in all communications.
Unsure if your company matches? Ask your CEO or HR Department.



Two Months



How Leaders can Supercharge the Campaign

Encourage Leadership to engage in WPG campaigns

Serve as Executive Lead



Serve as the Executive Lead on the UPAF Campaign Planning Committee

Develop Unified Messaging



Create a video, author emails, speak at a kickoff, mid-campaign, or closing event

Connect w/ Company Leadership



Let them know the campaign is approaching and inspire executive level to give at the \$1,200+ leadership level

Be a strong visible champion of the campaign!

Every WPG campaign—large or small—has an impact!

Campaign Planning

☐ UPAF Staff Connect

- Review the prior campaign's performance
- Align on strategy and **campaign goals**
- Review the Prop Shop for campaign tools
- Discuss events, performances, and incentives to boost turnout
- Identify materials needed and internal partners for collaboration

☐ Discuss Events, Incentives

Welcoming employees to work (treats, music, signage)

Kickoff with a performance or testimonial

Leadership gathering to kickstart or boost the campaign with top management pledges

A Next Generation UPAF event to connect young professionals (20s–40s)

Leverage Company Provided Incentives:

Premiere parking; Time off; Food, coffee, treats; Company swag; Tickets or gift cards



Two Months

Campaign Planning

❑ Plan Out Your Communications

- Calendar invites or event registrations
- CEO kickoff message announcing the campaign
- Incentive promotions
(company provided, UPAF SMART CARD, Give & Win Sweepstakes)
- Donation reminder with embedded giving link
- Campaign progress update
- Final thank-you message with amount raised

February – May 31

2026

Workplace Giving Campaigns &
Donor events
Various Locations

Two Months

Campaign Planning

❑ Request Speakers/Performers – *NEW PROCESS*

❑ Complete Online Workplace Set-up Form

- Employee list is required
 - Need: first name, last name, email address, and number of pay periods
- List allows us to set-up usernames for the online employee giving site
- Ambassadors can access reports that show names and donations history
- Questions - UPAF Campaign Coordinator or email eg_administrators@upaf.org

❑ Finalize Incentives

First Name	Last Name	Email	# of Pay Periods
Colleen	Hider	chider@upaf.org	26
Jen	Brockman	jbrostowitz@upaf.org	26

Four Weeks

Performer & Speaker Requests

- *NEW* process online
 - Ambassador to complete survey form – 4 weeks in advance – Why 4 weeks?!?!
 - Have as much detail as possible
 - Event date, start/end time, attendance, on-site day of contact, emails
 - Request type
 - Room type and provisions
 - Address, parking, security
 - Ability to upload!
- We cannot make guarantees for specific performers
 - Day jobs, school, current show or rehearsal schedule
 - We try to distribute requests amongst groups
- Limit performances based on campaign size/dollars raised
 - Look for good attendance to justify expense
 - Connect with your coordinator before making requests



Campaign Planning

Two Weeks Out

Create a run of show for any events

For example, for a 30 minute presentation:

(Day) (Date) Event – (timing) (location) (breakfast, lunch provided)

- CEO welcome + importance of giving + introduction of UPAF speaker (5min)
- UPAF Representative on UPAF Impact (5-7 minutes)
- Performance and testimonial (10-15 minutes)
- UPAF Representative on benefits of giving (3-5 minutes)

One Week Out

Start communications like intranet posts, emails, invites with calendar of events

Hang posters, start digital signage, plan for distribution of brochures (desk drop, handout at event, display in common area)



Two to One Week

Campaign Planning

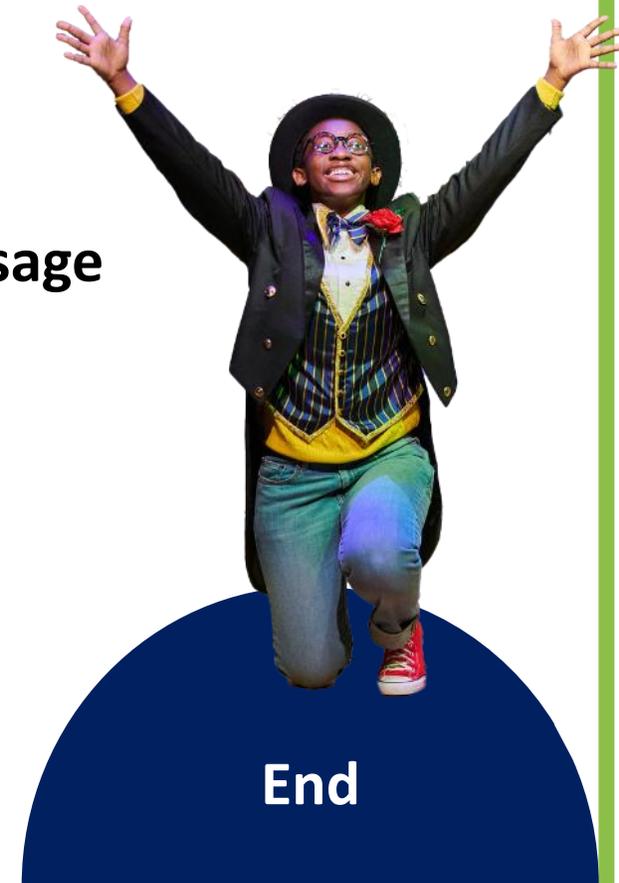
- ❑ Ensure employees have access to materials / giving platform
- ❑ Continue communications about events, incentives, deadlines
- ❑ Capture the fun of your events – take photos, share stories
- ❑ Post on social media and tag UPAF / hashtags #ForTheArts #UPAF
- ❑ Monitor your progress and check in with UPAF staff



During

Campaign Planning

- Cash or checks? Be sure to submit your envelope
- Confirm your payroll deduction details
- Announce your campaign results and send a thank you message
- Award incentives and prizes
- Provide UPAF feedback



End



Amazing benefits with a gift to the 2026 UPAF Community Campaign!

CREW \$75+

Free Performance Voucher, Local Dining Discounts & Pop-up Offers on Performances!

CORPS \$150+

The UPAF SMART CARD: **Buy One, Get One FREE** Ticket Offers at all 14 UPAF Members

CAST \$350+

DOUBLE Your SMART CARD Offers

PRINCIPAL \$600+

Access to our exclusive Open Rehearsal Experiences

The UPAF SMART CARD

is an excellent selling tool to engage employees in the arts.

Promote UPAF SMART CARD

With a donation of **\$150 or more**, **SMART CARD** holders receive the following benefits:

- **“Buy One, Get One Free” tickets** to one performance for each of UPAF’s 14 Members, **a \$750 value!**
- **Discounts** at more than 30 popular area restaurants and businesses



Antiqua
ASH
Bacchus
Lake Park Bistro
Blue Bat
Bravo!
The Bridgewater Modern Grill
Carnevor
Casablanca
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
The Edison
Timmer's Resort
Zarletti

Our Leadership Societies Celebrate our most Generous Supporters!

Director \$1,200+

Designate 10% of your gift & be recognized in our Annual Impact Report

Conductor \$3,000+

Join us for UPAF Nights, featuring dinner & a show

Concertmaster \$5,000+

Designate 20% of your gift

Artist Society \$10,000+

Join us for the Artist Society Party, a special celebration of our most generous arts champions

UPAF Give & Win Sweepstakes Prizes for New and Increased Gifts!

\$150 or more

- Suite for 12 to a Milwaukee Brewers game including parking, food, and beverages
- A one-night Grand Geneva resort package with dining and golf certificates
- Four tickets to a Green Bay Packers game

\$75 or more

- 12 tickets to the Milwaukee Brewers Legends Club
- A One Night VIP Staycation including a hotel and dining package, tickets to a Milwaukee Rep performance, and car service
- A Season Subscription for 2 to the Milwaukee Symphony

\$50 or more

- Northwestern Mutual Tour + lunch
- Four Milwaukee Brewers tickets to the US Bank Founders Suite - including parking, food, and beverages
- Four tickets to a Milwaukee Brewers Game
- Four ticket vouchers to a UPAF Cornerstone Group

UPAF Ride for the Arts, presented by Miller Lite

- Join us **Sunday, May 31, 2026**
- Ride the **signature Hoan Loop Course**: suited for all ages and abilities, it's a one-of-a-kind ride
- Enjoy **UPAF Fest**, featuring live performances, activities for kids, food, drinks & more

Register today at
UPAFRide.org



2026 Community Campaign

Goal: \$9.5 Million

Our city and region are on a trajectory of growth, with a promising future ahead. Downtown is witnessing the relocation of major businesses, while high-rise cranes dominate the skyline as they construct hotels, apartments, and condominiums. We must recognize the significance of performing arts in shaping our future **is crucial for us to ensure that our arts sector thrives and remains inclusive, welcoming everyone.**



WELCOME EVERYONE

Promote participation... make the ask!
Inspire involvement.

CREATE AFFINITY

Share stories and impact.
Involve your committee and Executive Leads.
Host special events – leadership, emerging leaders and within ERGs/BRGs.

VISIBILITY

Communicate your goals, events, incentives and deadline!



Other ways to support

Sponsorship opportunities:

- Ride for the Arts – May 31, 2026
- UPAF Presents – Spring 2026
- Visionaries of the Arts – Spring 2026

Fundraising ideas:

- Host auctions
- Host raffles
- Provide \$5 meal for staff

Host a **Ride for the Arts Team** with potential subsidy code for a discounted registration fee.

Initiate **warm introductions** to other prospective WPG companies.

2026 UPAF Cabinet. Your company can have a staff member volunteer and advocate to help drive fundraising.

Gift/Sponsorship

Fundraising

Ride Team

Warm Intros

Join Cabinet

Upcoming Events



February – May 31

2026

Workplace Giving Campaigns &
Donor events
Various Locations

April

2026

Notable Women Event
Brewers Stadium

April/May

2026

Visionaries in the Arts Luncheon
Saint Kate's – The Arts Hotel

May

31

Ride for the Arts
Summerfest

June

2026

UPAF Presents: Symphonic Sunset
TBD

Resources and Contacts

[Prop Shop](#) – Find campaign materials here!

[Performance Calendar](#) – View a list of Upcoming Performances.

[SMART CARD](#) – See details the list of participating restaurants.

[Ride Registration](#) – Join us and bike the Hoan while supporting the arts!

Your Workplace Giving Campaign Partners

Colleen Hider, Development Director, chider@upaf.org 414-239-6295

Jen Brockman, Development Manager, jbrostowitz@upaf.org 414-239-6282

Campaign Coordinators

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Gretchen Titus, Gtitus@upaf.org 414-239-6265

Ride for the Arts Coordinator, ride@upaf.org 414-239-6283





THANK YOU!!!