

**2020 UPAF Campaign**

**Westside Email Facts  
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**FACT 1:**

**Subject Line: Make our community a better place!**

The 2020 UPAF Campaign is helping to sustain the world-class performing arts groups that have become staples of our community, providing inspiration and education to people of all ages. These include UPAF’s Cornerstone Member Groups: **First Stage, Florentine Opera Company, Milwaukee Ballet, Milwaukee Rep, Milwaukee Symphony Orchestra and Skylight Music Theatre**. More than half of UPAF’s Member Groups provide entertainment and educational opportunities here in Waukesha County.

Without generous support from individuals like you, many of these groups would have a difficult time continuing to impact our community through high-caliber performances and life-changing educational programs. In some cases, their doors would simply close.

Your gift to UPAF ensures that our arts groups can make a difference in the lives of more than 1 million people in our region, including more than 100,000 local children — nearly 50,000 in Waukesha County alone — who participate in high-quality educational programs.

I hope you will join me in supporting UPAF and participate in our Workplace Giving Campaign.

Thank you for your generosity.

Sincerely,

Ambassador Name

Insert donation instructions

Keep up to date on important performing arts news and ticket offers — [sign up](http://visitor.constantcontact.com/manage/optin?v=0013J7BZf17TJU89eBZw7lSKHZ5KcLL9qii6vderdPKDGhchDQNZNf9eCMggSMcPOosk-i_25LSFoZoAXvk9GecG5S6F66MNkFF) for the monthly UPAF *Arts Beat* newsletter.

**FACT 2:**

**Subject Line: Do it for the kids!**

The 14 Member Groups supported by UPAF impact the lives of more than 100,000 local children — many underserved — by delivering quality arts education directly in the classroom, through afterschool programs and on an individual basis with scholarships. In Waukesha County alone, UPAF Member Groups provide arts education outreach that impacts nearly 50,000 students.

One phenomenal program is *Mad Hot Ballroom and Tap (MHBT)* from Danceworks. MHBT is an innovative educational dance program, providing desperately needed arts and physical education programming to underserved youth in low-income, central city schools.

Over the last 14 years, Danceworks Mad Hot has touched the lives of more than 29,500 students in grades 4-6 by integrating tap and ballroom dance into their regular school curriculum. The program culminates with a large-scale dance competition at the UW-Milwaukee Panther Arena.

[Watch an introduction](https://www.youtube.com/watch?v=s0Z8PX1aN-U&feature=youtu.be) to Mad Hot Ballroom and Tap here.

I hope you will consider a donation to our Workplace Giving Campaign so that UPAF Member Groups can continue to provide important arts education programs to our community’s children.

Thank you for your generosity.

Sincerely,

Ambassador Name

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**FACT 3:**

**Subject Line: Keep Greater Milwaukee world-class!**

World-class performing arts entertainment is all around us.

* **First Stage** is the largest theater training program of its kind in the country.
* **Florentine Opera Company** is a three-time Grammy winner.
* Michael Pink’s *Peter Pan* from the **Milwaukee Ballet** debuted nationally on Public Television in 2014.
* **The Milwaukee Rep** employs some of the most talented performers; musicians; and prop, scenic and costume artisans in the country.
* **Milwaukee Symphony** **Orchestra** was the first American orchestra to offer live music recordings on iTunes.
* **Skylight Music Theatre** stages six productions with more than 90 performances each season.

According to the *Growing Prosperity* report, developed by the City of Milwaukee, “The cultural scene in Milwaukee is particularly impressive for a city its size. More than 150 arts and cultural organizations call the Milwaukee region home.” There are dozens of world-class entertainment options within just 30 minutes of Waukesha County, as well as performances even closer to home at venues like the Sharon Lynne Wilson Center.

I hope you will consider a generous donation to our Workplace Giving Campaign so that we can keep our region a great place to live, work and play.

Thank you for your generosity.

Sincerely,

Ambassador Name

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**FACT 4:**

**Subject Line: Performing arts provide jobs and boost our economy!**

A community with a rich arts culture **attracts new companies** to locate here and **helps keep top talent** in our region because it provides fun and creative things to do. When businesses bring workers in from other regions, or decide to relocate to Southeastern Wisconsin, our performing arts scene and the variety of arts programs for children are major selling points.

The total arts industry expenditures, adding the direct economic activity of the arts and culture organizations in Southeastern Wisconsin, was almost **$300 million**. Nearly 6,000 individuals are employed by the performing arts, generating **$100 million in annual wages.**

This makes it possible for people like Molly Rhode, an actor, teacher, director and choreographer, to call Milwaukee home and work full-time as a performing arts professional. [Read her story here](http://upaf.org/wp-content/uploads/2015/07/Molly-Rhode-Actress-May-2015.pdf).

I hope you will consider a donation to our Workplace Giving Campaign so that we can keep our city a great place to live, work and play.

Thank you for your generosity.

Sincerely,

Ambassador Name

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**DAY 5**

**Subject Line: Don’t miss out on the chance to win some great prizes by donating to UPAF!**

To thank UPAF donors for believing in the impact the performing arts have on our community, UPAF provides a number of incentive prizes for the 2020 UPAF Campaign. Giving a new or increased gift of $52 or more automatically enters you to win a $500 PNC Gift Card or a four-pack of Milwaukee Brewers Field Level seats plus access to batting practice.

For a new or increased gift of $100 or more, you could win a Grand Geneva Getaway with deluxe guest room accommodations for two nights plus complimentary club access and food/beverage credit. Or you can win a Fear the Deer Fan Experience including four tickets to a Milwaukee Bucks home game during the 2020-21 season, merchandise and courtside access to pre-game warmups.

Hurry, donations must be made by Monday, June 15, to be eligible.

Don’t miss your chance to win with a donation to UPAF to support the performing arts that make our community so special!

Thank you for your generosity.

Sincerely,

Ambassador Name

Insert donation instructions

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