



2020 UPAF
Ambassador Kickoff
Workplace Giving Campaign
WELCOME!



United Performing Arts Fund Mission

- UPAF, a 501(c)(3) nonprofit organization, is essential to preserving a vibrant performing arts scene in Southeastern Wisconsin. As the largest donor to all of its Member Groups, UPAF ensures not only their vitality, but also their sustainability.
- **The UPAF mission statement is three-fold:**
 - Raise much-needed funds to ensure entertainment excellence
 - Promote the performing arts as a regional asset
 - Responsibly steward the dollars our donors so generously give us

Who We Support

UPAF is an umbrella organization which supports 14 Member Groups



The Arts Matter...To Everyone

Arts Education Enhances Academic Performance

- Higher GPAs & standardized test scores
- Lower dropout rates
- Higher “EQ” – Emotional Quotient

The Arts are Fundamental to Humanity

- Increased social engagement and cohesion
- Improved child welfare
- Lower crime and poverty rates

The Arts Promote True Prosperity

- \$80M in event-related spending
- 6,000 people employed in Southeastern Wisconsin
- Increased tourism

Exposure to the Arts Impacts our Health

- Shorter hospital stays, better pain management & less medication
- Decreased symptoms of anxiety & depression
- Reduced post-traumatic symptoms for veterans



sponsored by  We Energies Foundation

Introduce your *emerging leaders* to the value of the performing arts.

Next Generation UPAF is an **Affinity Program** whose members are dedicated to cultivating awareness of, encouraging engagement in and promoting philanthropy for UPAF and the performing arts with the next generation of community leaders.

Giving level options:

- **Associate Member** – \$250 to \$499 *New!*
 - One Speaker Series Event + Two Season Samplers
- **Full Member** – \$500 to \$999
 - Two Speaker Series Events, Four Season Samplers, 1:1 Networking Opportunities + Leadership Opportunities
- **Executive Leadership Member** – \$1,000+
 - Four Speaker Series Events, Four Season Samplers, 1:1 Networking Opportunities + Leadership Opportunities

*Next Generation UPAF Members have opportunities to volunteer for and support **UPAF Connect**. Members that increase their gift by \$100 can direct those new dollars to the outreach program.*

“I joined Next Generation UPAF as I was interested in helping to introduce a younger crowd to the incredible performing arts scene in Milwaukee. To me, this included both philanthropy and performance attendance. After becoming part of Next Gen, I was also able to sit on the Affiliate Grant Review Panel. This was a great experience and helped educate me on the many great programs outside the main UPAF offerings.” **Becca Schlagenhauf Stull, Northwestern Mutual Capital and UPAF Next Gen Council Member**



Deliver *high-quality arts education* to underserved children throughout the region.

Examples of impact through UPAF Bright Minds:

- **Danceworks** *Mad Hot Ballroom and Tap* provided ballroom dance and tap instruction to **83 classrooms** from **54 schools**, reaching **2,059 4th & 5th graders**.
- **Milwaukee Youth Symphony Orchestra (MYSO)** *Progressions* provided **434 3rd graders** with an instrument and direct music training throughout the 38-week season.
- **Florentine Opera's** *Opera in the Schools Tour* performed the operatic version of *Three Little Pigs* to **16,950 students**.



In 2019, UPAF Bright Minds **raised \$683,500**, reaching **over 102,500** children.



UPAF Notable Women, an Affinity Program, raises almost 70% of UPAF Bright Minds funding.

Members of UPAF Notable Women help our next generation reach its full potential. Women join with a **new or increased \$1,000 gift**. Men show their support by donating on behalf of a *notable woman*.

**Take the arts into neighborhoods and
bring neighborhoods to the arts.**

UPAF strongly believes everyone should have the chance to *experience the magic of music, dance and theater.*

UPAF partners with 26 nonprofits to bring the power of the performing arts to *individuals and families that do not have easy access to these cultural assets.*

Through this program UPAF is building strong communities by delivering new ways to problem solve, improve communication skills, build self-esteem and spur creativity and innovation.

A recent study revealed high engagement with UPAF Connect events and an appreciation of arts experiences that were reflective of communities, families and personal values.



UPAF Connect **enhances the efforts of its nonprofit partners.** The program **surpassed** its goals of increasing *collaboration and partnership, internal capacity building and outreach and community access* by **40%.**



Make the magic of the arts available to all!

UPAF is **leading an initiative** – exclusively for the 2020 Campaign – to raise seed money to increase accessibility to the performing arts.

Kasey's Fund is named in honor of Deanna's daughter, Kasey, who is fortunate to delight in the arts.



*Kasey was born with a chromosome deletion, which resulted in profound cognitive and physical disabilities. Yet, despite her limitations, Kasey is among the happiest people one could meet. Her **greatest joy is the sound of music**. Kasey's story **reinforces why the arts matter** – in ways not always obvious.*

Unfortunately, not everyone has easy access to the performing arts – community assets that **should** be available to all.

A gift to Kasey's Fund will allow UPAF Member Groups to:

- Take performances, workshops, activities to **neighborhoods**.
- Bring **neighborhoods** to performances, distinct experiences, including sensory-friendly productions.
- Tailor programming to enhance **mental and physical health**.
- Offer **pay what you can/free** performances.
- Deliver **arts education programming**.

*You can help ensure all individuals can experience the arts – **in their own special way** – with a new or increased gift directed to Kasey's Fund.*

Setting the Table for Success



Possible Additional Advocates at Your Company:

- Next Gen Members & Notable Women
- Member Group Board Members

Meet 2020 UPAF Campaign Co-Chairs



Tami Garrison
Community Affairs Director
Molson Coors



Justin Mortara
Principal
Mortara Group



Rolando Rodriguez
Chairman, President & CEO
Marcus Theatres

Meet the Development Staff



Deanna Tillisch
President & CEO



Christine Culver
**VP Development &
Member Relations**



Christine Hojnacki
**VP Workplace &
Company Giving**



Katy Corey
**Director of
Development**



Colleen Hider
**Director of
Development**



Emanuel Rios
**Director of
Development**



Megan Harrington
**Development
Coordinator**



David Salmo
**Development
Coordinator**



Meet Your Loaned Executive Partners

Sue Bugalski

Deidra Edwards

Mike Gaynor

Nancy Gorens-Edelman

Gretchen Titus





UPAF Workplace Giving Campaign Goals

Increase Workplace Giving Campaign donations by:

1. Engaging leadership and co-workers to participate and donate to UPAF.
2. Promoting \$100+ donation to get the most for their donation.
3. Reward Ambassadors who meet their goals.
 - Ambassadors that increase their total participants and total amount raised over 2019 totals will be rewarded with a voucher for 2 tickets to the UPAF Member performance of their choice.
 - One Ambassador will receive special recognition for the top campaign at the UPAF Finale.

Promote UPAF SMART CARD

ABV Social
AJ Bombers
Antiqua
Aria
ASH
Bacchus
Lake Park Bistro
Blue Bat
Bravo!
Café Grace
Carnevot
Casablanca
Giggly Champagne & Wine Bar
Glass + Griddle
Harbor House
I.d.
Joey Gerard's
Mason Street Grill
McBob's Pub & Grill
Milwaukee Chop House
Milwaukee Magazine
Mr. B's Steakhouse
Onesto
Osgood's
Pizza Man
Proof Pizza
Ristorante Bartolotta
Riverside Brewery & Restaurant
Safe House
Saz's
Seven Seas
Smoke Shack
Space Frame Shop
Stella Van Buren
Taqueria El Jefe
Taylor's People's Park
Timmer's Resort
Tusk
Zarletti

The UPAF SMART CARD, sponsored by Associated Bank, is an excellent selling tool to engage employees in the arts.



THE SMART WAY TO
ENJOY ART.



With a donation of **\$100 or more**, SMART CARD holders receive the following benefits:

- **“Buy One, Get One Free” tickets** to one performance for each of UPAF’s 14 Member Groups, a **\$750 value!**
- **Discounts** at more than 35 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!*



**Ambassador's are so
important!**

Thank you for promoting
UPAF in your workplace and
encouraging your co-workers
to support the Arts!



UNITEDPERFORMINGARTSFUND

Role of the WPG Ambassador

PLAN

- **Develop a Plan**
 - **Secure the support of your organization's leadership.**
 - Meet with your Loaned Executive.
 - Select campaign dates:
 - Campaign dates: March 3 – June 10
 - Easter is on April 12
 - » Milwaukee Public School – Spring Break dates, April 6-13, 2020
 - » Waukesha Public School – Spring Break dates, March 23-27, 2020
 - Determine giving options, online or paper
 - Visit the Prop Shop
 - Schedule performances and speakers.
 - Request UPAF materials and incentives.
 - Recruit volunteers to assist you.

Workplace Giving Campaign

Delivering creativity and energy in the workplace!



Form a Committee

Assign a Captain for each department to create excitement! Recognize the top fundraising department.

Campaign Performances And Activities

Schedule performance and activities to engage and entertain employees.

Everything you need to run a successful campaign is in the Prop shop! Email Templates, infographics, videos, photo's, and UPAF Facts.

Prop Shop

Incentives

Promote the UPAF incentives to encourage new and increased giving. Top prize a trip of the winner's choice valued at \$2,750!



Planning Your Campaign

Internal Incentives & Activities

(See Prop Shop <https://upaf.org/campaign-enhancements/> for complete details)

INCENTIVES

- Early out -Flee at 3pm or Shoo at 2pm
- Jeans/Casual Day
- Parking spots
- Lunch with the boss
- Gift cards
- Company swag bag
- Ticket to UPAF performance
- Early Bird Raffle for anyone who donates on the first day
- Extra vacation day
- End of campaign drawing
- Anyone who donates receives a treat

ACTIVITIES

- Food! #1 activity involves food
- Coffee Bar
- Trivia
- Office Talent Show
- Karaoke Contest
- Leadership basket raffle
- Bake Sale/Competition
- Office Olympics
- Ice Cream/Root Beer Floats
- Candy bar sale
- Crazy Tie Day
- Putting contest

Mark Your Calendar!

UPAF No Show Gala Online Auction,
presented by KS Energy

February 1 –
March 3, 2020

Visit upaf.givesmart.com

Westside Campaign Launch,
sponsored by Meijer

March 3, 2020

Marcus Movie Tavern
Brookfield, 8 a.m.

Campaign Launch Celebration,
sponsored by Potawatomi

March 3, 2020

Skylight Music Theatre,
5:30 p.m.

UPAF Ride for the Arts, sponsored by
Miller Lite

May 31, 2020
April 17, 2020

Summerfest Grounds
Team Registration Deadline

Campaign Finale, sponsored by
Potawatomi

June 15, 2020

Potawatomi Hotel & Casino -
Northern Lights Theater

UPAF Dancing on the Green Golf
Outing, sponsored by Associated Bank

July 27, 2020

North Shore Country Club

Thank you!

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