



## 2020 Campaign Activities & Enhancements

*To help make your UPAF Campaign a motivating and fun-filled event, the following pages contain ideas for incentives, themes, events and contests. A good rule of thumb is to include kickoff and finale events with your campaign. These can be as simple as a breakfast of bagels and juice for a kickoff and an ice cream social for a finale. To keep the momentum going, intersperse theme days, games and contests within the days of your campaign.*

### UPAF-Provided Campaign Incentives

Virtual Campaign	In-Person Campaign	Idea
X	X	2020 UPAF Campaign Incentives: All new and increased donors of \$52 or more are eligible to win a variety of prizes in the general campaign incentive drawing.
X	X	UPAF SMART CARD, sponsored by Associated Bank: All donors that contribute \$100 or more will receive a SMART CARD, which provides “buy one get one free” ticket offers for performances.
X	X	Ticket Giveaway: Give free tickets to theater productions or local attractions for pledge incentives. Or give theater vouchers to every employee who meets the challenge of pledging a certain dollar amount. Your UPAF LE can provide vouchers/tickets.
X	X	UPAF Wheel of Prizes: Add the UPAF wheel full of UPAF and Member Group-related prizes to enhance any campaign event. UPAF can supply simple promotional items for the wheel.

### Other Incentive Ideas

Virtual Campaign	In-Person Campaign	Idea
X	X	Early Bird Raffle: Hold an “early bird” raffle for those employees who pledge on the first day. Possible prizes: lunch out with the boss, tickets to a UPAF Member Group performance or a sporting event, a preferred parking spot for one week, a day of vacation, or a weekend stay at a vacation cabin.

**Other Incentive Ideas Continued on Next Page**

## Other Incentive Ideas, Continued from Page 1

Virtual Campaign	In-Person Campaign	Idea
X	X	Casual /Jeans Day: Sell casual day badges that allow employees to dress casually on certain days. Employees purchase badges for \$5 each. Or use a jeans day as a reward if your campaign achieves 100% participation or exceeds its goal.
X	X	Extra Vacation Day: Add an incentive of a ½ day or full day of PTO/vacation if your campaign achieves 100% participation or exceeds its goal. Or award it individually to people who donate at or above the level they are asked.
X	X	Preferred Parking Spot: The employee that increases his/her donation by the highest percentage from the previous year wins a preferred or free parking spot for the year.
X	X	Diminishing Ticket Raffle: Based on a 7-day campaign, employees who pledge the first day receive 7 raffle tickets, second day receive 6, eventually ending on 1 ticket for pledging the 2020 Campaign Activities & Enhancements 2 last day. Raffle tickets can be applied toward internal incentive raffle prizes. This is a fantastic way of promoting early pledges.
X	X	Gift Certificates: Solicit local restaurants, hotels and businesses for gift certificates to be used as incentives during your UPAF Campaign. A free smoothie or free car wash is always a nice thank you for a donation.
X	X	End of Campaign Raffle: Enter the names of everyone who donated into a raffle at the end of the campaign for performing arts tickets or gift certificates.
X	X	Dough Exchange: "We'll give you our dough if you give us yours." Give each person who makes a pledge to UPAF a fresh-baked cookie.

## Campaign Kick-Off/Finale Ideas

Virtual Campaign	In-Person Campaign	Idea
	X	Start the Day off Right: Kick off your UPAF Campaign with a staff breakfast. Food has proven to be the most successful way to gather employees together.
X		Schedule a Zoom meeting and invite a speaker to educate your group about UPAF. See the <u><a href="#">UPAF Performance (Theater, Dance and Music) &amp; Speaker Guide</a></u> to explore the possibilities.

**Campaign Kick-Off/Final Ideas Continued on Next Page**

## Campaign Kick-Off/Final Ideas, Continued from Page 2

Virtual Campaign	In-Person Campaign	Idea
	X	Latte Stand: For more distinguished coffee drinkers, offer a latte stand during a morning rally. Remind employees how much a cup of gourmet coffee or tea costs. Ask if they can donate that same amount (or more) each week to UPAF.
	X	Theme Luncheon: Have a special menu of arts-themed offerings in the company cafeteria – Tenor-ized Steak Au Pavarotti, TuTu Potatoes (twice-baked potatoes) and Lettuce Entertain You (salad).
	X	Pizza Party or Ice Cream Social: Hold a pizza party or ice cream social for all donors who hand in their pledge card by a certain date (or to celebrate your campaign success) and feature entertainment by a UPAF Member Group. See the <a href="#">UPAF Performance (Theater, Dance and Music) &amp; Speaker Guide</a> to explore the possibilities.
	X	Taco Bar: Allow employees to build their own tacos for lunch. Provide all their favorite toppings and allow them to build a delicious Mexican meal!
X	X	Celebrations: Celebrate your finale and achieving your campaign dollar and participation goals – allow all employees to be part of the celebration.
	X	Add to the fun of your celebration by adding an incentive: <ul style="list-style-type: none"> <li>○ Jeans day</li> <li>○ Free popcorn</li> <li>○ Leave early day</li> <li>○ Invite a performer to entertain during your celebration</li> </ul>
X	X	Ask an employee to share their story as to why the arts are important to them. UPAF can help you identify employees that are Board, Next Gen or Notable Women Members.

## Contests/Games

Virtual Campaign	In-Person Campaign	Idea
X	X	Ask employees to share a photo of them singing, dancing or on stage in a theater production (at any age!)
X	X	Hold a crazy outfit or crazy tie contest
X	X	Showcase your employees hidden talents by holding an online or in-person talent contest

**Contests/Games Continued on Next Page**

### Contests/Games Continued from Page 3

Virtual Campaign	In-Person Campaign	Idea
X	X	<u>Scavenger Hunt</u> : Raise awareness about UPAF and increase employees' knowledge by holding an in person or online scavenger hunt with UPAF information at each step. An email is sent out with a riddle or clue towards the first step of the hunt, and employees can work their way through while discovering information about UPAF each step of the way. Make it fun by including a performer or a video at the end, as well as a prize for the first answer all clues.
X	X	Build an online/chat story about an someone in the performing arts, each person adds one sentence to the story. Draw names to see who begins the story and then they pass it to the next person of their choice.
X	X	Estimate dollars business will raise for UPAF. Closest but not over wins a prize!
X	X	Have a profile of different artists and employees need to identify who they are. Greatest number of correct answers wins
	X	Cook-off: Host a cook-off for which employees volunteer to make their favorite recipe and others pay \$5 to sample and judge the results over the lunch hour. Make it a chili cook-off, 3 or just have a potluck-style competition and let employees show off their cooking skills. The winner is awarded a prize.
X	X	Candy Jar: Fill a jar with candy and collect \$1 per guess of how many candies are in it. The person who guesses the closest number to the actual number of candies wins the jar, and all proceeds go to your UPAF Campaign.
X	X	Karaoke Contest: Have senior leaders "perform" and collect \$1 donation per vote to pick the winner.
X	X	Employee Talent Show: Find out who the hams are in your office and organize a virtual or in-person talent show. Maybe someone would rewrite lyrics or lines to famous songs or plays, tying the theme into their workplace or office jokes. A pledge card can serve as the ticket to view the talent show.
X	X	Trivia/Jeopardy Game: Host a trivia or jeopardy game with questions about UPAF and the performing arts, Milwaukee history and interesting facts about your co-workers. Your UPAF LE can help you put this information together.
	X	Wii Tournament: Hold an ongoing Wii Tournament in a conference room and ask for a \$5 donation to enter. Award the winner with a funny trophy and tickets to a performance.

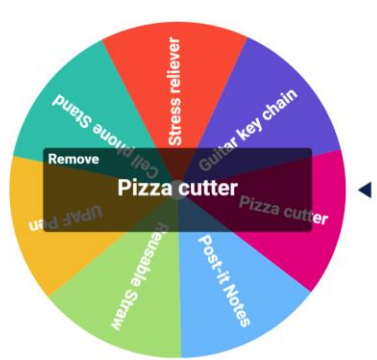
Contests/Games Continued on Next Page

## Contests/Games Continued from Page 4

Virtual Campaign	In-Person Campaign	Idea
	X	Balloon Pop: Employees donate prizes for this event, a variation of a traditional raffle. Before filling a balloon with helium, put a note inside with the name of a prize. Employees pay \$1 to buy a balloon and pop it to find out what prize they've won.
X	X	Baby Match: Collect pictures of your fellow employees as babies or small children and post them in a main employee area. Employee can buy guesses for \$1 with a prize going to the person who guesses the most photos correctly.
	X	Office Olympics: Make up your own "Olympic" games and charge a team admission fee. Brainstorm new ideas like roll the egg (not hardboiled) with your chin across the finish line without breaking it, relay race handing off a full glass of water on a tray using one hand, office chair races, waste basket free throw or paper airplane toss (use hula hoop as target). Hand out prizes for each game.
	X	Miniature Golf: Provide putters and build a nine-hole course featuring slinkies, staplers, chairs and other creative obstacles. Participants sign up in teams of two and make a set donation price in order to play.
	X	Penny War: Set up large empty water bottles in a break room for each floor or department. Employees drop change into the bottles. Pennies are positive points while silver coins and paper money are negative points. Employees can sabotage opponents by dropping silver coins and/or paper money into their opponents' bottle. The group with the highest positive points wins. Note: To raise a larger amount of money, change the game up, and make pennies the negative points and silver coins positive! UPAF owns a penny counter — ask your Loaned Executive for more details
X	X	Kids Coloring Contest: A colorful way to get everyone's children involved is to have children color a UPAF logo or have them make a picture of a performing artist. Display the artwork. Sponsor a contest broken out by age ranges and give a prize to the top three artists.
	X	Board Game Contest: Recruit employees to play a chosen board game. Create a pool around the winning team or allow employees to move/acquire a game piece for every returned pledge card.

Contests/Games Continued on Next Page

## Contests/Games Continued from Page 5

Virtual Campaign	In-Person Campaign	Idea
X	X	Lose Your Locks: Secure a commitment from well-known and likeable employees to have their head or beard shaved if your organization meets its campaign goal.
X	X	<p>Battle of the Departments: It's department versus department to see who will get the highest pledge participation. The competition aspect will encourage team camaraderie and boost employees' spirits!</p> <ul style="list-style-type: none"> <li>○ Provide daily update on how each work area is "performing."</li> <li>○ Communicate where they are in reaching dollar/participation goals.</li> <li>○ Establish 1st, 2nd, 3rd place prizes.</li> <li>○ Award traveling trophy for 1 st place.</li> <li>○ Divide your office up geographically (by their home zip code) vs. by department to see who can raise the most. Award the top players with a UPAF prizes, or a pizza party when everyone is back in the office.</li> </ul>
X	X	<p><b>Spin the Wheel</b></p> <ul style="list-style-type: none"> <li>○ Donors at any level can spin the wheel to win a prize. A free online wheel can be accessed at <a href="https://tools-unite.com/tools/random-picker-wheel">tools-unite.com/tools/random-picker-wheel</a></li> <li>○ UPAF has swag items for you to use for wheel prizes! <u><a href="#">See video of swag items here</a></u></li> </ul> 

## Fundraisers

Virtual Campaign	In-Person Campaign	Idea
	X	CEO Car Wash: Employees donate \$5 to have their car washed at high noon by their boss in business clothing. Charge extra for special services like cleaning the interior or polishing the rims.
	X	Book/ DVD/CD Sale: Employees donate their old books and DVD's for an employee book sale. Sell paperbacks for \$1, hardbacks for \$2, CD's and DVD's for up to \$5.
	X	Arts Display: Maintain a bulletin board or display case with arts events and activities.
	X	Bake Sale: Organize a bake sale of delicious goodies with all proceeds benefitting UPAF.
	X	Root Beer Float Sale: Sell root beer floats as an afternoon snack with proceeds benefitting UPAF. Sell the floats from a traveling cart that goes from desk to desk to access people who may not have attended other fundraising events.
	X	Midnight Breakfast: If your organization has a third shift, charge employees for a midnight breakfast served by executives and other day employees. Ask your UPAF LE to schedule an agency speaker. See the <u><a href="#">UPAF Performance (Theater, Dance and Music) &amp; Speaker Guide</a></u> to explore the possibilities.*
	X	Chip & Dip Day: Invite coworkers to make their favorite dip or salsa recipe. Charge a fee to sample the entries and \$1 each for copies of the recipes.
	X	Baked Potato Bar: Sell plain baked potatoes and put out toppings like cheese, sour cream, broccoli, chili and bacon for people to build their own potato for lunch. Perfect for cold days!
	X	Bakery Cart: Wheel a serving cart through the workplace and sell bagels, donuts, cookies, Danish, coffee or juice with proceeds going to UPAF.
X	X	Silent Auction: Auction off items received from local businesses that you solicit. Golf rounds, hotel stay and restaurant gift certificates are appealing items. Also ask staff to donate services (e.g., babysitting, oil change, lunch for a week) or items. If a co-worker is known for homemade items (e.g. greeting cards, cheesecake, etc.), ask to have those items as part of the auction. Try conducting the auction over your Intranet.
X	X	Basket Auction: Ask each department in your organization to sponsor, create and fill a theme basket (e.g. spa, chocolate, golf, cooking). The baskets are then auctioned off.

Fundraisers Continued on Next Page

## Fundraisers Continued from Page 7

Virtual Campaign	In-Person Campaign	Idea
	X	50/50 Drawing: Sell drawing tickets for prizes with the winner getting 50% of the amount collected and UPAF getting the remaining 50%.
	X	Singing Telegram: Offer singing telegrams and charge \$5 to send one and \$10 to dismiss an unwanted telegram.

## Special Events

Virtual Campaign	In-Person Campaign	Idea
	X	UPAF Member Group or Affiliate Performance: Create an exciting atmosphere, entertain employees and spread the UPAF message! Consult the <u>Performance (Theater, Music and Dance) and Speaker Guide</u> to have a group or individual perform at your campaign kickoff or other campaign event.
X	X	Speakers: Host a speaker from a UPAF Member Group, or a UPAF Co-Chair, Next Gen or Notable Women member, Cabinet member and/or staff member. See the <u>UPAF Performance &amp; Speaker Guide</u> to explore the possibilities.
X	X	Agency Day: Spread UPAF Member Group awareness by highlighting a Member Group each day of your campaign. UPAF Member Groups will come in and set up tables or schedule a Zoom call to speak to employees and educate them on their groups and educational programs.

## Promoting Your Campaign

Virtual Campaign	In-Person Campaign	Idea
	X	Recognition Cut-Outs: Give away a paper cut-out of an arts-themed item (ballet shoe, theater mask, musical note) that says "I support the arts" and the UPAF logo when pledges are turned in. Employees can then post in their work areas or in a collective area where they can be seen. UPAF stickers may also be given to people as they turn in their pledges.
X	X	UPAF Fact of the Day: Post a "UPAF Fact of the Day" in your elevator, on company Intranet or email, and bulletin boards. Find UPAF facts in 2020 UPAF Fast Facts and work with your UPAF Loaned Executive to find others.

Promoting Your Campaign, Continued on Next Page



## Promoting Your Campaign, Continued from Page 8

Virtual Campaign	In-Person Campaign	Idea
X	X	Theme Days: Have various theme days during your campaign to add an element of fun and to raise awareness for the campaign, such as crazy sock day, Hawaiian shirt day, hat day, and “performing arts” dress day. Ask leadership to donate \$1 per person for those in their division that participate.
X	X	Customized Email Blasts: Avoid daily campaign emails feeling like a nuisance by creatively customizing them. One great way to do this is to create videos of CEOs or other company leaders performing a joke or skit or singing a song (without finesse) that will draw people’s attention and maybe get them laughing. Include a message at the end of the video in which the leadership implores people to donate to UPAF saying something like, “Support the performing arts, or this is what could become of it!”

## Campaign Materials & Enhancements

Your UPAF Loaned Executive will provide you with the materials you need to run your campaign and will assist in coordinating your campaign events. If you have any questions, just ask!

Virtual Campaign	In-Person Campaign	Idea
X (Electronic)	X	Posters — UPAF Campaign, Ride for the Arts
X (Electronic)	X	Brochures/Rack Cards — UPAF, Incentives, Ride for the Arts, SMART CARD
	X	Table tents — Campaign and Ride for the Arts • UPAF Wheel (Spin to win UPAF or Member Group-related prizes)
	X	Stickers (“I heard UPAF,” “Ask me about UPAF,” “I donated,” colorful UPAF stickers)
X	X	Letters, emails and communication tools (that you can tailor) <a href="https://upaf.org/ambassador-prop-shop">https://upaf.org/ambassador-prop-shop</a>
X	X	2020 Campaign video on DVD or YouTube
X	X	2020-2021 Performance tickets and vouchers for donor drawings
X	X	Performers and speakers from UPAF Member Groups
X	X	Merchandise from UPAF Member Groups
X	X	<u>UPAF swag items like pens, post-its, stress (balls) stars, cell phone holders, etc.</u>
	X	Costumes for use or display
	X	Member Group space free of charge to host campaign events

**Campaign Materials & Enhancements Continued on Next Page**

## Campaign Materials & Enhancements Continued from Page 9

Virtual Campaign	In-Person Campaign	Idea
X	X	<p>UPAF Member Group photos, logos and creative design elements for developing your own customized campaign messaging (<a href="https://upaf.org/ambassador-prop-shop">https://upaf.org/ambassador-prop-shop</a>)</p> <ul style="list-style-type: none"> <li>○ UPAF Fast Facts and messaging points</li> <li>○ Stories of impact</li> <li>○ UPAF Member Group arts education</li> <li>○ Meet the Member Groups and Affiliates</li> </ul>