



UNITEDPERFORMINGARTSFUND

2020 Campaign Virtual 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 displaying all of UPAF's talent by selecting a video out of our UPAF and Member Group library and announcing the campaign incentives for a kickoff and an announcing the incentive prize winners and playing a trivia game for a finale. To keep the momentum going, intersperse theme days, games, and contests within the days of your campaign.

UPAF-Provided Campaign Incentives

Ask your Loaned Executive, UPAF swag is available!

- 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. See our Incentive Brochure in the Prop Shop!
- 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 and discounts at over 30 restaurants.
- 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.
- UPAF Wheel of Prizes: Add the UPAF wheel full of UPAF and Member Group-related swag prizes to enhance any campaign event. UPAF can supply simple promotional items for the wheel.

Other Incentive Ideas

- 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.
- 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.
- 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.
- 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.

- 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.
- 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.

Campaign Kick-Off/Finale Ideas

- Schedule a Zoom meeting and invite a speaker to educate your group about UPAF. See the [UPAF Performance \(Theater, Dance and Music\) & Speaker Guide](#) to explore the possibilities.
- Celebrations: Celebrate your finale and achieving your campaign dollar and participation goals – allow all employees to be part of the celebration.
- 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

- Ask employees to share a photo of them singing, dancing or on stage in a theater production (at any age!)
- Hold a crazy outfit or crazy tie contest
- Showcase your employees hidden talents by holding an online talent contest
- Scavenger Hunt: 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.
- 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.
- Estimate dollars business will raise for UPAF. Closest but not over wins a prize!
- Tailor a quiz to your business, i.e.: Architect Firms can create a quiz identifying famous floor plans, Media companies could create a quiz with famous sets, a sports quiz could have photos of famous fields, stadiums, or arena. To promote the Arts, create a profile of different artists from famous shows. The employee with the greatest number of correct answers wins.
- Show us your creative side, have employees submit photos of their sidewalk chalk displays. Everyone votes and the winner receives a prize.
- 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.
- Karaoke Contest: Have senior leaders “perform” and collect \$1 donation per vote to pick the winner.
- 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.

- 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.
- Kids Coloring Contest: A colorful way to get everyone’s children involved is to have children color a UPAF logo or have them create 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.
- 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.
- 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.
- Battle of the Departments: It is department versus department to see who will get the highest pledge participation. The competition aspect will encourage team camaraderie and boost employees’ spirits!
 - Provide daily update on how each work area is “performing.”
 - Communicate where they are in reaching dollar/participation goals.
 - Establish 1st, 2nd, 3rd place prizes.
 - Award traveling trophy for 1st place.
 - 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.

Spin the Wheel

- Donors at any level can spin the wheel to win a prize. A free online wheel can be accessed at tools-unite.com/tools/random-picker-wheel
- UPAF has swag items for you to use for wheel prizes! [See video of swag items here](#)



Fundraisers

- 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.
- 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.

Special Events

- 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 [UPAF Performance & Speaker Guide](#) to explore the possibilities.
- 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

- 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.
- 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.
- 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!

- Posters (Electronic) — UPAF Campaign, Ride for the Arts
- Brochures/Rack Cards(Electronic) — UPAF, Incentives, Ride for the Arts, SMART CARD
- Letters, emails and communication tools (that you can tailor)
<https://upaf.org/ambassador-prop-shop>
- 2020 Campaign video on DVD or YouTube
- 2020-2021 Performance tickets and vouchers for donor drawings
- Performers and speakers from UPAF Member Groups
- Merchandise from UPAF Member Groups
- UPAF swag items like pens, post-its, stress (balls) stars, cell phone holders, etc.
- UPAF Member Group photos, logos and creative design elements for developing your own customized campaign messaging (<https://upaf.org/ambassador-prop-shop>)
- UPAF Fast Facts and messaging points
- Stories of impact
- UPAF Member Group arts education
- Meet the Member Groups and Affiliates