



Ambassador Kickoff Community Campaign **WELCOME!**

**Campaign Dates:
March 3 – May 26**



Chad Bauman
Milwaukee Rep Executive Director

United Performing Arts Fund Mission



Established in 1967 by community leaders.

- 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

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



Who We Support

UPAF is an organization which supports 14 performing arts Member Groups



Who We Support

UPAF is an organization which supports 14 performing arts Member Groups



2021 Community Campaign Co-Chairs



Heather Dunn

Senior VP & Chief Financial Officer
West Bend Mutual Insurance
Company



Greg Wesley

Senior VP of Strategic Alliances &
Business Development
Medical College of Wisconsin



Steve Johnson

Regional President
BMO Private Bank

UPAF Advancement Team



Development Directors

- Colleen Hider
- David Salmo
- Emanuel Rios

Advancement Coordinator

- Matthew Weaver

Development & Events Director

- Stefanie Ahrens

Senior Marketing Manager

- Melanie Hupfer

Public Relations & Digital Media Senior Specialist

- Katie Korek

UPAF 2021 Loaned Executives!

Deidra Edwards

Sponsored by Johnson Controls

Gretchen Titus

Sponsored by We Energies

Mike Gaynor

Loaned by Baird

Nancy Gorens-Edelman

Sponsored by Northwestern Mutual

Sue Bugalski

Sponsored by Rockwell

And You!

UPAF Ambassadors are key to the success for the UPAF Workplace Giving Campaign.

Campaign Cadence

Campaign Dates March 3-May 26



Planning Your Campaign

- Meet with your Loaned Executive
- Select Your Campaign Dates
- Submit your Workplace Giving Set Up Form
- Explore the Prop Shop and select videos and activities for your campaign

Begin Your Campaign

- Ask your CEO to send out a message announcing the campaign – Email Templates available in the Prop Shop
- Host a Kick off event – announce campaign performances and activities timeline
- Add incentives for early donors

Concluding Your Campaign

- Ensure all employees have entered a pledge
- Send out campaign results and a sincere thank you to everyone who participated
- Award prizes

COVID PANDEMIC: IT'S PERSONAL

Impact on talent:

- ~ 63% have become fully unemployed.
- ~ Average loss of \$21,500 each in creativity-based income
- ~ 78% have no post-pandemic financial recovery plan.

Impact on mental health:

- ~ Preliminary findings show that just 30 minutes of active arts activities daily lowers anxiety and depression and increases life satisfaction.

Getting closer:

- ~ Vaccinations for the general public not likely available until summer
- ~ 70% vaccination rate ideal for relaxing safety protocols



COVID-19 & THE PERFORMING ARTS

A UPAF Member Group Update: March 2020 - May 2021
(Report combines actual through July 2020 plus projected through May 2021)

1,598
PERFORMANCES
CANCELLED



75%
STAFF & ARTISTS
laid off/furloughed/reduced salaries

\$22.7M
TOTAL LOSS
ANTICIPATED



BUT, BECAUSE OF DONORS LIKE YOU:

83,940
LOCAL CHILDREN




will receive as much or more arts education
programming — virtually and safe in-person

INSPIRING EXPERIENCES

Livestreaming & on-demand arts offerings
nourish our spirits, foster connection &
inspire hope until we can gather in theaters



What's New for 2021?

- Workplace Giving Campaigns are all virtual
 - Updated Ambassador Prop Shop with Virtual Performance Library
 - New Donor benefits!
 - Next Gen and Notable Women updates
 - Kasey's Fund is back
 - Ride for the Arts Series
- 

Workplace Giving Campaign

Helping the Performing Arts Come Back Strong!



Form a Committee

Form a UPAF arts committee! Enlist a few department captains to brainstorm idea's and engage with their fellow employees!

Explore the Prop Shop

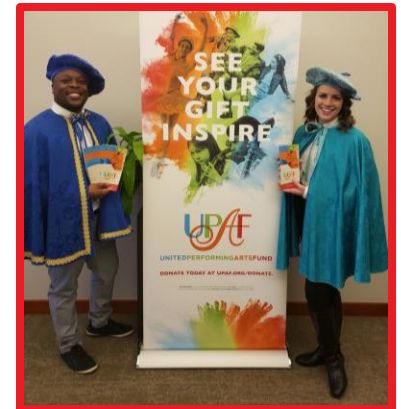
Everything you need to run a successful campaign is in the Prop shop! Email Templates, infographics, videos, photo's, and UPAF Facts.

Make it Memorable

There are easy activities like crazy hat day, trivia contests and online games. Do you have some daring employees? Challenge them to a talent contest!

Finish Strong

Remind employees to enter their pledge before your campaign closes. The payroll deduction option is only available during your campaign.



AMBASSADOR PROP SHOP

- Email Templates
- Video Library including over 30 videos to choose from!
 - Campaign Video
 - Community Outreach videos
 - Performance videos
- Activity Ideas
- Posters and Infographics
- UPAF Facts
- Artist Profiles and more!



The Arts Are More Than Entertainment

Community Impact Funds



Prepares over 80,000 local students with the social-emotional skills to be successful in work and life.



Unites families and communities around free, high-quality performing arts experiences.



Ensures that the performing arts remain accessible to all regardless of barriers imposed by disability, race, age or other factors.

\$1,000+ Donors may designate a portion of their gift to one of these great community impact programs.

Highlights of Designation & Donor Benefits

\$100 – Receive the UPAF SMART CARD

\$300 – Invitations to virtual “Behind the Curtain” gatherings

\$500 – Invitations to UPAF Open Rehearsals

\$1,000 – Eligible to designate 10% of your gift to the UPAF Community Impact Program of your choice

Visit UPAF.org to view all donor benefits.



sponsored by BMO  Harris Bank

Giving Level - \$1,000

- Invitation to 3 annual arts education-focused programs



sponsored by  We Energies Foundation

Membership Levels

Associate Level - \$300

- Introduction to the arts through semi-annual Season Sampler performances and events.

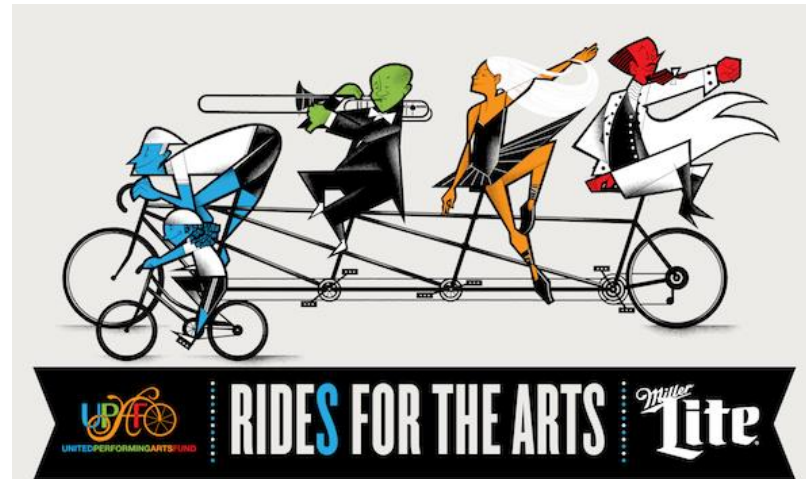
Next Generation Level - \$500

- Semi-annual leadership panel events and networking opportunities.

Executive Leadership Level - \$1,000

- Access to volunteer leadership roles and engagement with arts leaders through exclusive networking opportunities.

Join Us for UPAF Ride for the Arts!



JUNE 6 – MILWAUKEE • JUNE 13 – BROOKFIELD • JUNE 27 – PORT WASHINGTON
YOUR PATH. YOUR PACE. YOUR REWARD.





Questions?

How can we help you have a
successful Campaign?



Thank you!

Your support of UPAF is
greatly appreciated!