**Email 1**

*Copy and paste the information below into the subject line and body of an email, personalize message or campaign information and send to employees at your workplace*

**Subject Line: UPAF Campaign starts (today/start date) — Local artists need your help**

(Company’s Name)’s [United Performing Arts Fund (UPAF)](https://upaf.org/) Campaign starts (today/start date!

**Our annual UPAF Campaign provides critical support for UPAF’s 14 Performing Arts Member Groups and your support will ensure our region’s exceptional artists can flourish and produce:**

* Performances that challenge minds and stir emotions.
* Inspired youth who use the arts as a springboard for lives filled with creativity.
* Shared experiences that connect people from all backgrounds and walks of life.

**Our local artists and performing arts organizations are here to lift us up, no matter the challenges.** The generosity of individuals like you allows our region’s world-class performing arts organizations to remain stable so local artists can thrive and continue doing what they do best — entertaining, educating and inspiring.

We invite you to add 5-10 minutes of the performing arts into your day during our campaign. Included below are a few videos to enjoy throughout your day or week.

**Our UPAF Campaign is an opportunity for you play your part in a creating a community where everyone can be lifted by the arts.** The campaign will run through (campaign end date). I encourage you to *play your part* and make a gift today! (insert workplace giving site link).

We’ve planned an entertaining week for you please join us during the following events:

1. (Date/Time) Kick off Event
2. (Date/Time) Lunch and Learn Performance
3. (Date/Time) Join us for (activity)
4. (Date/Time) Closing event

Your support of our local artists and performing arts organizations is essential in allowing them to positively impact our community.

* [*Together, We’ll Bring Down the House*: UPAF Campaign Video](https://youtu.be/WxiZnjqT-8w?t=2)
* [Local Actor & Director Laura Gordon on the Remarkable Impact of the Arts in our Community](https://youtu.be/gnOT4x9baX4?t=2)
* [*Resilience, Dedication and Loss*: A 2020-21 Performing Arts Infographic](https://upaf.org/application/files/9216/1366/6010/Horizontal_COVID_infographic_-_full.png)
* [*Dancing Though Milwaukee:* An Innovative Celebration of Dance](https://youtu.be/mhs7WkZg5wU)

Thank you for participating in our UPAF Campaign!