



UPAF Community Campaign Ambassador Training WELCOME!

Campaign Dates:
Now – May 26



Chad Bauman
Milwaukee Rep Executive Director

Who We Support

UPAF is an organization which supports 14 performing arts Member Groups



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

COVID PANDEMIC: IT'S PERSONAL

Impact on creative talent:

- ~ 90% have become fully unemployed. – 1,000 local families
- ~ Average loss of \$21,500 each in creativity-based income

Business models suffer:

- ~ 2/3 of Member Groups have less than 10% of operating expenses available as cash.
- ~ 550,000 ticket purchases have been lost.

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:

- ~ 80% vaccination rate ideal for relaxing safety protocols
- ~ Groups now can operate at 75% capacity, however, social distancing requirements still mean that no more than a third can be seated at this time at an indoor venue.

Source: Americans for the Arts

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



UPAF 2021 Loaned Executives!

Sue Bugalski

**Sponsored by
Rockwell**

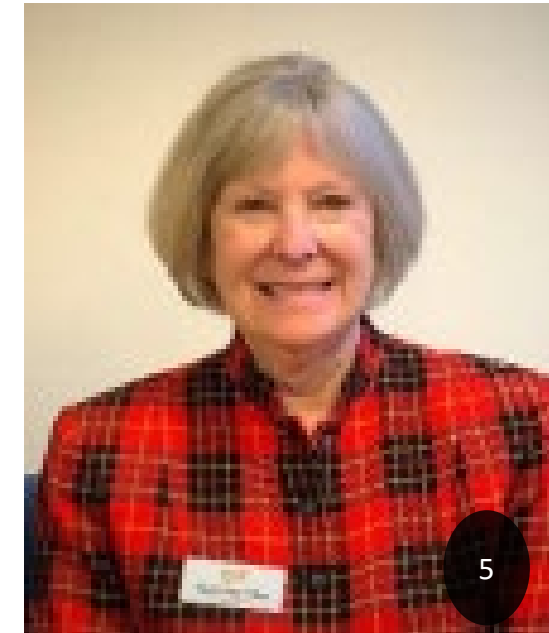


Deidra Edwards

**Sponsored by
Johnson Controls**

Nancy Gorens-Edelman


**Sponsored by
Northwestern Mutual**



Gretchen Titus

**Sponsored by
We Energies**

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
- 

Your UPAF Campaign!

Campaign Dates March 3-May 26



Planning Your Campaign

- Select Your Campaign Dates
- Submit your Workplace Giving Set Up Form
- Form a UPAF arts committee! Enlist a few department captains to brainstorm idea's and engage with their fellow employees!
- Explore the Prop Shop and select videos and activities for your campaign

Arts in Your Inbox

- Ask your CEO to send out a message announcing the campaign – Email Templates available in the Prop Shop
- Send an email out each day of the campaign and include a performance video each day of your campaign
- Add incentives for early donors
- 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

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

PRE-RECORDED PERFORMANCES AND ACTIVITIES

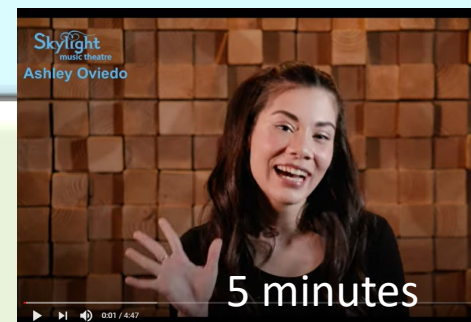
Robust Video Content

- :60 UPAF Campaign Video
- (7) Artist Testimonials
- (40+) Workplace Campaign Videos
- Community Impact Programs
- Digital Library on upaf.org/Ambassador-prop-shop



Include an Activity during your meetings:

- Use an Ice Breaker to open your meeting
- Photo sharing – either baby photos or a stage performance
- Build a Story, everyone adds one word at a time
- Zoom Pictionary
- Happy Hour
- Have a Sidewalk chalk contest
- Kahoot! Online Game





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!