



How to run a  
successful  
campaign!



## Where to Begin...

### Welcome!

First, THANK YOU! You are a huge part of why ArtsWave has raised hundreds of millions of dollars over the years for the arts in Greater Cincinnati!

Second, you probably have questions about the role you are stepping into, especially this year with so many changes. Whether you are new to ArtsWave or have been a friend for years, this step-by-step guide can help you put together a fun and rewarding campaign, even amidst these unprecedented times.

Let's start at the very beginning (a very good place to start)...

### What is ArtsWave?

ArtsWave is the **engine for the arts**, fueling one of the most arts-vibrant regions in the country.

We believe the arts build a stronger, more cohesive community. Our commitment to diversity, equity, access, and inclusion is embedded in all that we do.

As the nation's first and largest community arts fund, **our roots began nearly a century ago** through an innovative challenge grant made by the Taft family. Since then, **residents and businesses have given hundreds of thousands of gifts** over more than seven decades through the annual ArtsWave Campaign. In fact, this has become the primary way our arts are funded - not through taxes, surcharges or levies - but through people giving what they can to support the arts.

The region's nonprofit arts industry is made up of thousands of individual artists as well as **200+ small businesses, employing 10,000 people, and creating \$300 million** in annual economic impact.

Over the last year and a half, local arts have **experienced losses of \$140+ million**. They were among the first industry groups to be upended by the pandemic and were also one of the last to return. The need for funds has never been more immediate.

The arts organizations, artists and arts & culture workers that contribute to Greater Cincinnati's economic vibrancy and social connectivity have worked hard to pivot, innovate, and recover from the economic impact of the last year and a half. Because of their efforts, combined with a successful ArtsWave campaign made possible by volunteers like you, **our region has not lost a single arts organization**.

The work we do, and the work YOU do, is critical to creating a healthy arts sector, and continuing to rebuild that sector in 2022.

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# WHAT DO I DO?

## What is an Employee Campaign Coordinator and what does one do?

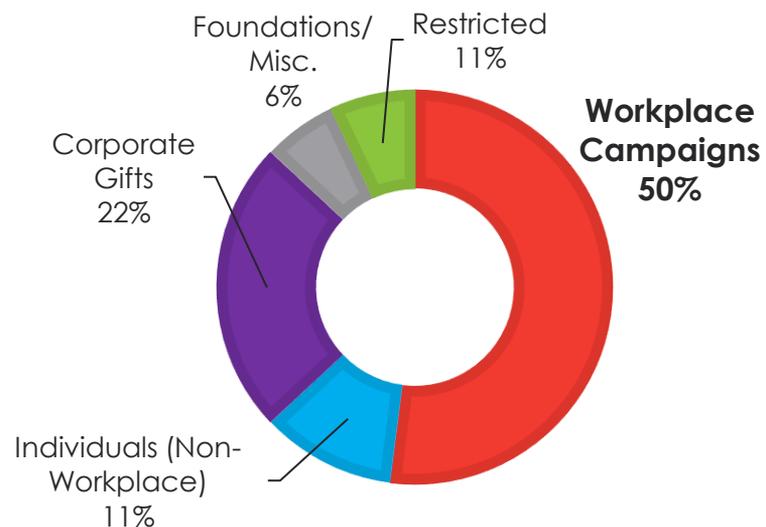
An Employee Campaign Coordinator is an employee (or team of employees), designated by a company, to lead the planning and execution of an ArtsWave Workplace Campaign. (psst, this is YOU ...thank you!) You are equal parts creative force, logistics planner, cheerleader, sales chief and more.

## What is a Workplace Campaign?

A Workplace Campaign is an annual fund drive conducted at your company or organization that offers the chance for employees to support projects and cultural organizations across 15 counties that make up Greater Cincinnati. The campaign consists of a series of events, communications, entertainment and experiences to illuminate the impact that a gift to ArtsWave creates in the region.

## Why are Coordinators and Workplace Campaigns important?

ArtsWave relies on the amazing generosity of Greater Cincinnati to support more than 150 projects and cultural organizations. In fact, the bulk of what we bring in comes from employee workplace campaigns (graph on the right). You and your coworkers' gifts are an important part of how ArtsWave helps to create a more connected community and a more vibrant economy.



## How does ArtsWave staff help?

We are your sounding board, advisor, logistics coordinator, collaborator, scheduler and more. Use your ArtsWave representative for anything and everything you need, it's literally our job to help you create a successful, fun and rewarding campaign!

## ArtsWave Campaign Team:

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# WHAT DO I NEED?

## Website

Everything you need to run a successful campaign (other than your amazing creativity!) can be found online. Visit [artswave.org/workplace-giving](http://artswave.org/workplace-giving) or just click on the **Workplace Giving** tab on our homepage, then explore using the navigation pane on the left-hand side. You'll find...

- Letter templates
- Kick-off and reminder email templates
- Campaign marketing collateral
- Presentation templates
- Campaign Supplies, Arts Speaker and Entertainment request forms
- Campaign video library... and so much more!



Be sure to sign up for our newsletter Arts All Around— at [artswave.org/artsnews](http://artswave.org/artsnews).

## In-person, Virtual & Hybrid Campaigns

Employees at many workplaces are returning to the office. Others are following a hybrid model. And others are still working completely remote. Don't worry though, whatever office model you are using, we have lots of ideas to keep your coworkers engaged both on and off-site, just visit our website [artswave.org/workplace-giving](http://artswave.org/workplace-giving).



## Campaign Supplies

To tell your coworkers about the amazing impact the arts have in Greater Cincinnati, you'll need materials (posters, brochures, etc.). All you need to do is find out the number of employees at your company, then visit [artswave.org/supplies](http://artswave.org/supplies), complete the form and in about a week the materials will come directly to you! Included in your materials will be a Campaign Kit with helpful information and reminders regarding your campaign. If your campaign is virtual, we have digital versions of all campaign materials – pledge cards, brochures, posters and more.

## Social Media

Follow us!

- @ArtsWave
- @ArtsWave
- @ArtsWave
- @ArtsWave

Make sure to tag us and use **#CincyArts** throughout your campaign to connect with thousands of others in the region!



# WHAT ARE THE BENEFITS?



When you give to support the arts through ArtsWave, you yourself receive a variety of benefits which are cumulative! Make sure you stress these benefits throughout your campaign.

In addition to ArtsWave's benefits, you can also **create additional incentives!** PTO days, gift cards from vendors, internal prizes, and more work well. Sometimes, just company-wide recognition is enough to incentivize your coworkers. Be creative; the sky's the limit!

All benefits are cumulative!

## NEW GIFT OR 10%+ INCREASE

(\$75 minimum)

### Team Cincinnati + Guided BLINK® Tour

Two tickets to the Reds, an FC Cincinnati special experience and a Guided Walking Tour of BLINK® 2022, illuminated by ArtsWave.

## \$75+

### ArtsWave Pass

Enjoy our most popular benefit: Membership to a year of experiences at 100+ arts organizations, restaurants and shops across the region.

## \$150+

(\$12.50 monthly)

### Enjoy the Arts at BLINK®

Two tickets to one of the most talked about exhibitions at BLINK®, illuminated by ArtsWave.

## \$250+

(\$21 monthly)

### Playhouse Hard Hat Tour

Get an inside look at Playhouse in the Park during the creation of the new Rouse Theater. This is an exclusive tour designed for ArtsWave donors!

## \$500+

(\$42 monthly)

### BLINK® 2022 VIP Lounge

Make our exclusive Donor Lounge your hub during BLINK® 2022, illuminated by ArtsWave.

## \$1,500+

(\$125+ monthly)

### Leadership Giving

Invitations to special events, membership in leadership giving groups, recognition in ArtsWave's community report + access to the Team Cincinnati benefit and the Guided Walking Tour of BLINK® 2022.



# VIRTUAL CAMPAIGNS



For companies still working remote, we have many resources that are also available virtually.

## ArtsWave Trivia

**One of our most popular virtual events!**

Enjoy a round of trivia, arts-style! ArtsWave staff can run a trivia game for your employees, featuring questions about Cincinnati's local arts. Games can be customized for shorter or longer run times to fit your needs. Visit [artswave.org/trivia](https://artswave.org/trivia) to request a game.

## Arts Speakers

**These are INCREDIBLY important ...and FREE!** An arts speaker should be used at your kick-off or at other gatherings to speak for 10-15 minutes about the impact your gifts have on their organization. This is your chance to show the true and life-changing impact a gift to ArtsWave can have. Also, they're free. Visit [artswave.org/speaker](https://artswave.org/speaker) to request one and we'll match you up... for FREE!

## ArtsWave Artist @ Your Meeting

**Solve your team's "Zoom fatigue" and support the region's artists**

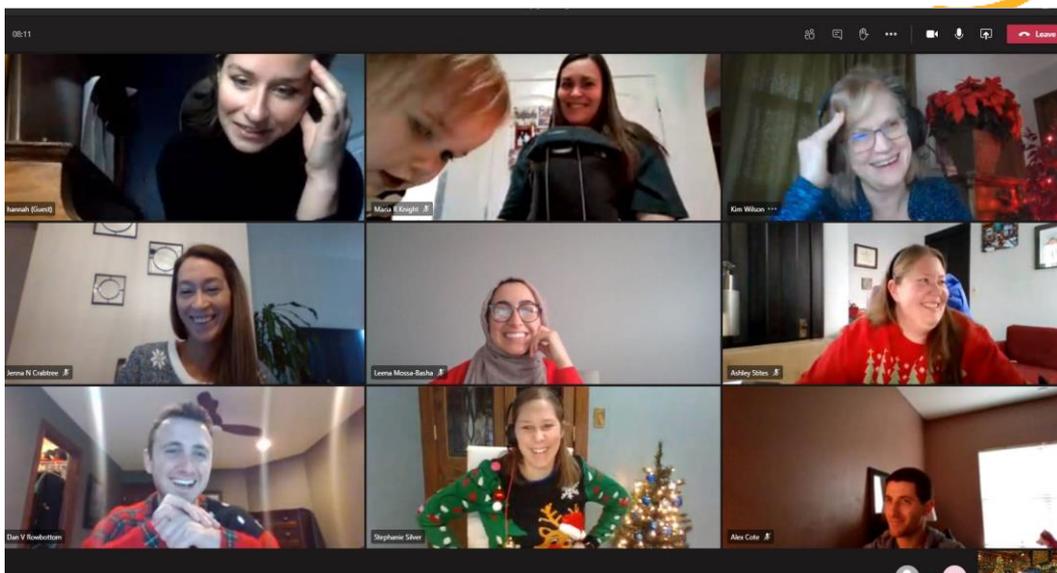
Need to keep the team going through uncertain times? Schedule a short performance from one of the Cincinnati region's top artists during your next meeting for a creative break! Performances are 5-10 minutes, customizable and can be easily arranged. All art forms are available to fit you and your team for just \$125.

Visit [artswave.org/discover/artistsatyourmeeting](https://artswave.org/discover/artistsatyourmeeting) Some examples include...

- Doodling lesson
- A stirring monologue performed by a local actor
- Broadway show tunes
- Guitar
- Opera
- Storytelling

## Entertainment/Activities List

Additional activity and entertainment options can be found [artswave.org/workplace-giving](https://artswave.org/workplace-giving). Costs are minimal and you'll be able to find something that fits into a variety of budgets.



# RUNNING MY CAMPAIGN

**Are you a little fuzzy on what to do?** Follow the checklist and sample timeline template below! All the materials, templates, forms and documents mentioned can be found at [artswave.org/workplace-giving](http://artswave.org/workplace-giving).

**NOTE: Every campaign is different and will be unique to you and your company.** This template is for a sample two-week campaign and is meant to help you plan and give ideas.

## Plan

**E-Pledge: If you plan on using our online E-Pledge system, please contact us for a timeline and instructions. Don't know what this is? It can help your campaign run more smoothly, ask us about it!**

### 4 – 8 Weeks (or more) Before Campaign Begins

- Assemble Team for planning, begin regular meetings
- Review provided data, materials and formal CEO/Leadership proposal (provided by ArtsWave)
- Determine Campaign Kick-Off Date: \_\_\_\_\_ & Finale Date: \_\_\_\_\_
- Establish Goal: \$ \_\_\_\_\_ & Review Budget: \$ \_\_\_\_\_
- Brainstorm themes and event ideas, including great kick-off ideas (you can grab ideas from this book!)
- Get Leadership on board by having them send a solicitation letter (templates at [ArtsWave.org/workplace-giving](http://ArtsWave.org/workplace-giving))
- Discuss with leadership how to incentivize participation (PTO drawing is recommended if possible). Templates are at [artswave.org](http://artswave.org).

### 3 – 6 Weeks Before Campaign Begins

- Plan your kick-off and other events. Try to schedule at a time when most people are available—often, the BEST time is during a pre-existing meeting when most people will be present.
- Request **Entertainment or Activities** for Kick-Off.
- Submit **Supply Order Form**. ([artswave.org/supplies](http://artswave.org/supplies))
- Submit **ArtsWave Artist @ Your Meeting request** ([artswave.org/artistsatyourmeeting](http://artswave.org/artistsatyourmeeting))
- Obtain raffle prizes to use at your kick-off, finale and events. Check with vendors, local partners and ArtsWave.
- Choose/compose emails, voicemails, newsletters, etc. to promote the campaign internally (templates at [artswave.org](http://artswave.org))

### 2 – 3 Weeks Before Campaign Begins

- Confirm CEO/Leadership involvement with Kick-Off
- Send email announcing Kick-Off date/time to entire workforce including internal Campaign Schedule

### 1 – 2 Weeks Before Campaign Kick-Off

- Send email reminder for the Kick-Off

### 1 – 2 Days Before Campaign Kick-Off

- Send final email reminder for Kick-Off
- Distribute ArtsWave Campaign materials, including pledge cards if applicable

**Continued on the next page...**

### Helpful Hint

A successful Kick-Off or event generally has these elements:

- **ArtsWave Artist**
- **ArtsWave Representative**
- **Entertainment or Performance**
- **CEO/Leadership Speaker**
- **Hands-on Activity**

The speaker, entertainment and activities can be requested or found at [ArtsWave.org/Workplace-Giving](http://ArtsWave.org/Workplace-Giving).

### Helpful Hint

Running a campaign doesn't have to be hard, nor do the events and activities need to be groundbreaking. The most successful campaigns are merely the ones that have a **consistent message and a well thought out, simple timeline.**



# RUNNING MY CAMPAIGN

**NOTE: This sample campaign is merely for illustrative purposes. Your campaign should, and will, look different!**

## Day 1 of Campaign (Kick-Off)

- Hold your Kick-Off! Make sure you scheduled all the necessary elements of a great event
- Encourage Day 1 pledges with an early bird raffle or drawing for incentives (PTO, arts tickets, gift cards, etc.)
- Announce Schedule for the campaign and encourage participation

## Day 3 of Campaign

- Entertainment
- Hold raffle drawing for those who have given so far
- Hold an art/performance contest

## Day 5 of Campaign

- Plan a Happy Hour or promote a virtual event
- Send reminder to give or participate to those who haven't yet
- Update ArtsWave regarding your giving totals and employee participation**
- Congratulate and hold Raffle for first week participants
- Schedule entertainment, possibly ArtsWave @ Your Meeting artist

## Day 7 of Campaign

- Schedule entertainment
- Host an interactive, hands-on activity
- Send email reminder about finale celebration

## Day 9 of Campaign

- Send final reminder to pledge
- Hold raffle drawing for those who have participated

## Day 10 of Campaign (Finale)

- Hold Finale event with CEO/Leadership, final raffle drawing, announcement of prize/raffle winners over the past two weeks,
- Collect pledge cards, if applicable.
- Announce total raised, percentage participation, and THANK EVERYONE!

## A Week After the Campaign

- Gather all outstanding pledge cards and send final report to ArtsWave. (if using paper pledge cards)
- Make copies of payroll pledge cards for payroll department (if using paper pledge cards) and give to your payroll department. THIS STEP IS VERY IMPORTANT!!**
- Fax or email Final Campaign Report to ArtsWave, (if using paper pledge cards)
- Mail checks and pledge cards to the ArtsWave lockbox using the yellow lockbox envelope from your campaign kit (if using paper pledge cards)
- Schedule an ArtsWave rep to present those who have ArtsWave Passes about how to use them. (this is a great benefit that can only serve as an incentive if you and your coworkers can actually use it!)
- Thank every donor!** (you can send an email; you don't actually have to find each person!)

## Sometime After the Campaign

- Schedule Vacation
- Take Vacation

Run

Done

# WHAT EVENTS CAN I DO?

Events make up the bulk of the 'public' phase of your internal campaign. These can be anything from a traditional event with food and entertainment in one spot, to a kiosk in your lobby handing out cookies, to a strolling musician walking around to the cubicles. **Many times, it helps to use a theme** to orient your events (think of a children's birthday party – Superman games, Superman cake, Superman party favors...). Just make sure that each event raises awareness about the campaign. Remember, **food is ALWAYS a good idea**.

## Sample Themes:

### Kroger: Feeding the Spirit Through the Arts

Kroger's 2021 campaign emphasized access within the arts, the importance of diversity, equity and inclusion, and how the arts served communities across our region during the last year and a half.

### Other Theme Ideas:

Cincinnati Reds; ArtsWave Blueprint; March Madness; Valentine's Day; Arts Genres (art, theatre, etc.); Cincinnati; Mardi Gras; Office Olympics

## Sample Events:

- SHP organized an Arts Alphabet Hunt with each letter tied to an item and related arts organization (pictured). They donated \$100 to ArtsWave for every employee that completed the hunt!
- ArtsWave did its own version of the masked singer featuring videos of 'mystery' employees for all to guess (see pics)
- Cincinnati Children's Hospital designed an ArtWorks Mural Tour scavenger hunt, in which employees had to visit the various murals around town to uncover the answers to various clues and questions.

## Other Resources

- There are some third-party services out there that can help you with things like virtual auctions, raffles, etc. Including <https://qtego.com/> and <https://www.mobilecause.com/>

Letter	Item	Organization
A	Picture	ArtsWorks
B	Basket	Basketshop Gallery
C	Coins	3CDC
D	Shoe	Dayton Contemporary Dance Company
E	Hammer	Elementz
F	Scissors	Fitton Center for Creative Arts
G	Glass	Pyramid Hill Sculpture Park & Museum
H	Hat	Madcap Puppets
I	Something Smooth	It's Commonly Jazz
J	Jeans	Price Hill Will
K	Keys	Art of the Piano
L	Lightbulb	American Sign Museum
M	Movie	Film Cincinnati
N	Napkin	Findlay Market
O	Paper	Oxford Community Arts Center
P	Pencil	School House Symphony

The Masked Singer



The Masked Singer



The Masked Singer



# AFFINITY & NETWORKING GROUPS

Join us to connect with others through the arts. Friendships, wonderful memories and the arts await!

## arts wave Leadership Donors

Representing a cross section of industries and backgrounds, leadership donors form a dynamic network of more than 1,000 individuals that make an annual leadership gift to ArtsWave – Join Us!

Eligibility: \$1,500+ or Step Up to Leadership

### LEADERSHIP BENEFITS

- Invitations to ArtsWave Hour, an event series with arts and community leaders at unique venues throughout the region
- Invitation to an annual ArtsWave Award event honoring an individual who has made a significant impact in the region through the arts
- Additional arts experiences and opportunities to network with fellow members
- Recognition in ArtsWave's Community Report
- Access to all other benefit levels including our Team Cincinnati package with two tickets to the Reds, an FC Cincinnati special experience and a Guided Walking Tour of BLINK@ 2022, illuminated by ArtsWave



### STEP UP TO LEADERSHIP

ArtsWave's Step Up program is a great way to ease into leadership giving over three years. Step Up donors **enjoy all the benefits of leadership giving right away** by giving \$500 now, \$1,000 next year and \$1,500 the following year.

## LEADERSHIP GIVING GROUPS

### arts wave Circle of African American Leaders for the Arts

The Circle welcomes all African Americans who believe in the power of the arts to bridge cultural divides. A portion of your gift will directly fund Black arts initiatives.

Eligibility: Opt-in at \$1,500+ or Step Up to Leadership

### BENEFITS

- All Leadership Giving Benefits + membership in this leadership-level networking group
- Members enjoy a variety of arts experiences and engagement opportunities, including exclusive offers to *Flow, an African American Arts Experience*, that allow them to connect with each other and to see the impact of their gifts to ArtsWave

### arts wave Women's Leadership Roundtable

Roundtable members form a network of more than 400 women contributing \$1 million and making a powerful impact on the region's arts.

Eligibility: Opt-in at \$1,500+ or Step Up to Leadership

### BENEFITS

- All Leadership Giving Benefits + membership in this leadership-level networking group
- Invitation to the Women's Leadership Symposium, an annual inspirational event with women leaders in the arts and business
- Quarterly invitations to join fellow members for behind-the-scenes experiences throughout the year

# AFFINITY & NETWORKING GROUPS

## NETWORKING GROUPS



Members are between 21 and 40 years of age and are committed to creating an engaged YP community and making a positive impact in the region. A portion of your gift will support YP-focused programming.

Eligibility: Opt-in at any gift amount

### BENEFITS

- Invitation to ArtsWave YP Event Series
- Quarterly ArtsWave YP Newsletter

#### **\$500+ YP Leader**

- Invitations to select ArtsWave Leadership events
- Recognition in the ArtsWave Annual Report



A group that welcomes and connects LGBTQIA+ individuals and allies. A portion of your gift will go to support Pride-centric programming.

Eligibility: Opt-in at any gift amount

### BENEFITS

- Invitations to exclusive donor events (\$75+ gift)
- Quarterly ArtsWave Pride newsletter

#### **\$500+ Pride Ambassador**

- Invitations to select ArtsWave Leadership events
- Recognition in the ArtsWave Annual Report



## MORE LEADERSHIP LEVELS

- \$50,000+ Luminaries
- \$25,000+ Visionaries
- \$15,000+ Ovation Circle
- \$10,000+ Innovators Circle
- **\$5,000+ Chair's Circle**
- \$2,500+ Director's Circle

### Join the Chairman's Challenge

Make a new gift of \$5,000+ and it will be matched 1:1, OR increase your last gift by \$5,000+ and that increase will be matched 1:1.

# ARTSWAVE EVENTS & INITIATIVES

ArtsWave offers many ways to get your coworkers involved with the arts. These ArtsWave-produced events can help you design your campaign by offering options for off-campus events, as well as give you ready-made events to communicate when you send your invites and reminders.



## What is ArtsWave CincyJams?

CincyJams is a new ArtsWave event this Spring 2022 and is a unique take on a Battle of the Bands. Employee bands will compete at the new Hard Rock Casino for prizes and city-wide bragging rights!

## How will CincyJams work?

Play an instrument? Grab a few coworkers, form a band and rock out! It's that simple. Any and all genres welcome. If your company wants to form a band, have an in-house competition or just get more info, talk to your ArtsWave rep or contact Andre DuBois at [andre.dubois@artswave.org](mailto:andre.dubois@artswave.org).

## Why should I compete?

- 1) **It's fun!** Live out those rock star dreams and have a great night playing onstage with other musicians from across the region.
- 2) **It'll connect you to your coworkers!** You may not have known Bob from Accounting plays drums, but apparently, he rocks! The arts connect us together in ways that almost nothing else can.
- 3) **You could play at the Hard Rock!** I mean, come on, who HASN'T wanted to play the Hard Rock, right? This will be an amazingly fun evening, full of music fun and prizes. We hope to see you there this Spring!

[artswave.org/CincyJams](https://artswave.org/CincyJams)



Flow offers quarterly performances by renowned Black artists and ensembles from around the country whose work is unique and exciting. This series is designed to attract a highly diverse, culturally adventurous audience and create a shared and elevated appreciation for artists of color. For more info, visit [artswave.org/flow](https://artswave.org/flow).



## Upcoming Schedule:

April 1-2, 2022: Grammy-nominated Jazz Vocalist Jazzmeia Horn  
July 22-30: Cincinnati Opera's "Castor and Patience"



**20 East Central Parkway, Suite 200  
Cincinnati, OH 45202**

**513.871.ARTS**

For more information on anything you've read, please contact your ArtsWave rep or call the number above.