



CREATED TO GROW

HOW TO
RUN A
SUCCESSFUL
CAMPAIGN



arts
wave
Funding Arts. Fueling Community.

COORDINATOR
HANDBOOK 2023

HELLO!

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Where to Begin...

Welcome!

To start off, we want to extend a huge THANK YOU! The majority of funds raised in the annual ArtsWave campaign come from individual employees within our partner companies' workplace campaigns. As the person leading the charge in those workplace efforts, you are therefore the most important advocates and volunteers we have – literally!

The good news is that we are here to help you every step of the way. Whether you are a veteran campaign coordinator with years of experience or brand new to ArtsWave, this handbook provides you with all the resources you will need to run a successful campaign.

But first, a bit of background...

What is ArtsWave?

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

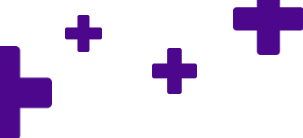
In fact, Cincinnati's history and growth as a city is **directly linked with the history and growth of its arts**. Pioneering residents established the May Festival, Cincinnati Symphony Orchestra and Cincinnati Art Museum, Children's Theatre of Cincinnati and Cincinnati Opera—all the first or among the first of its kind. You could say that our region's arts were and are, **created to grow**.

Fast forward to today, and we are now a **Top 20 arts-vibrant city**, the **#2 city for street art**, home of **BLINK** and the leading regional contributor to Ohio's creative-based economy, with over \$300 million in economic impact.

So where does ArtsWave come in? Well for **95 years**, ArtsWave has been integral to this growth. Over that time, we have raised **more than \$350 million through our community campaign**, and we now fund 150+ organizations each year that create thousands of concerts, shows, exhibitions, school-based arts, public art, festivals and events like BLINK.

Just last year, gifts to ArtsWave made over **162,000 arts education experiences** possible for children in schools. We helped to fund **300,000 free or low-cost community arts experiences**, making our community more connected and increasing access to the arts. We distributed **\$1.1 million in gifts and government relief funds to Black and Brown artists** as we work to ensure equity and access across the board.

Cincinnati is truly **poised to grow**, and with a grassroots campaign made up of **24,000 individual donors**, ArtsWave and our local arts will continue to lead the way.



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

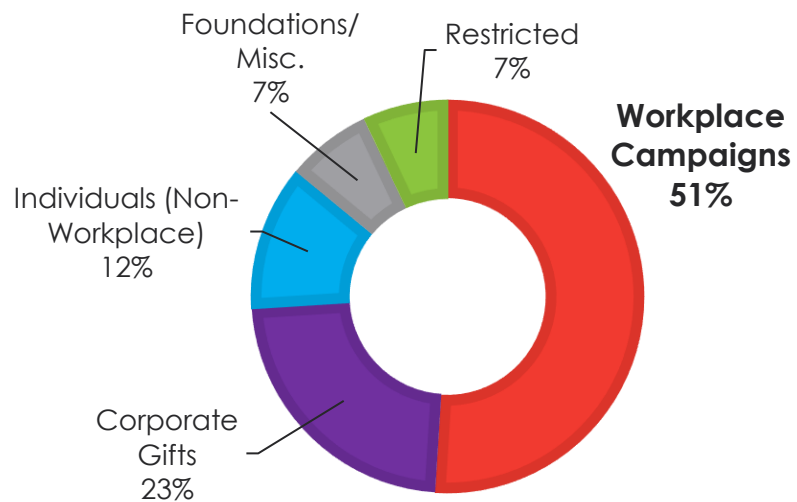
An Employee Campaign Coordinator is an employee (or team of employees), designated by a company to lead the planning and execution of an ArtsWave Workplace Campaign. (this is YOU ...thank you!) You are equal parts creative force, logistics planner, cheerleader, sales chief and more.

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 150+ arts organizations and projects 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. As stated in the introduction, 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 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...

- Email and Letter Templates
- Campaign Marketing Collateral
- Presentation Templates
- Campaign Supplies
- Speaker and Artist Request Forms
- Campaign Activities (like ArtsWave Trivia and the ArtsWave Puzzle Crawl)
- Campaign Video Library... and so much more!



You can also be sure to sign up for our newsletter Arts All Around at artswave.org/artsnews to stay up-to-date on local arts events and news!



In-person, Virtual & Hybrid Campaigns


Employees at many workplaces have returned 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.

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, 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, all available on our website in the workplace campaign toolkit.

Social Media

Follow us!

-  [@ArtsWave](https://twitter.com/ArtsWave)
-  [@ArtsWave](https://facebook.com/ArtsWave)
-  [@ArtsWave](https://instagram.com/ArtsWave)
-  [@ArtsWave](https://linkedin.com/company/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, etc. 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

As a thank-you for your gift from our major league partners, we hope you have a *ball*, with two tickets to the Reds and a special experience with FC Cincinnati!

\$75+ ArtsWave Pass

Enjoy our most popular benefit! One-year membership to 100+ buy one, get one to share tickets, restaurants and shops across the region.

\$150+ Enjoy the Arts and Relive BLINK®!

Find out how BLINK® happens with a unique event featuring the executive producing partners.

\$250+ Music Hall for Two

Take in a show with two tickets to a performance by Cincinnati Ballet, Cincinnati Opera, Cincinnati Symphony Orchestra, Cincinnati Pops or May Festival.

\$500+ Arts Night Out

Step into The Carnegie, one of the region's historic architectural wonders, with a gallery exhibition and reception, followed by a show and talk-back with the cast.

\$1,500+ Leadership Giving

Invitations to special events, membership in leadership giving groups, recognition in ArtsWave's community report and access to the Team Cincinnati benefit.



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.

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)
- Discuss with leadership how to incentivize participation (PTO drawing is recommended if possible).

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 **Speakers, Artists, and/or Performers** for your Kick-Off and other campaign events!
- Submit **Supply Order Form**. (artswave.org/supplies)
- 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

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.

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 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

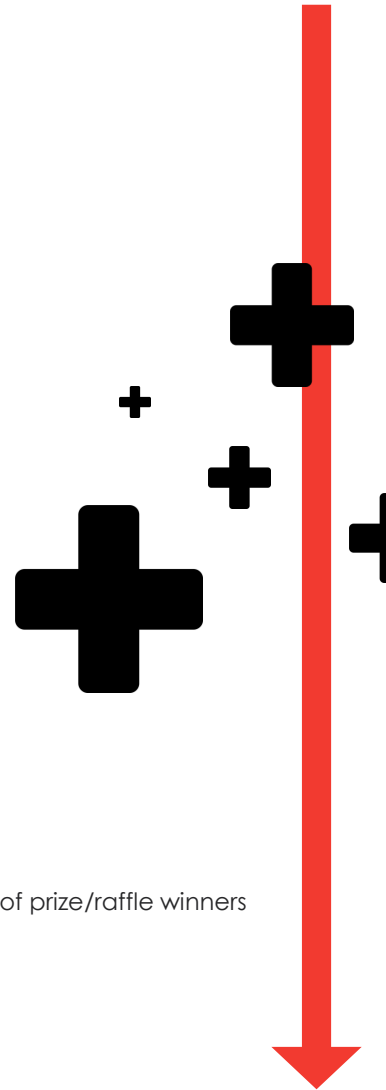
- Gather all outstanding pledge cards and send final report to ArtsWave. (if using paper pledge cards)
- Make copies of payroll pledge cards for payroll department (if using paper pledge cards) and give to your payroll department. THIS STEP IS VERY IMPORTANT!!**
- Fax or email Final Campaign Report to 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 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). Just make sure that each event raises awareness about the campaign. Remember, **food is ALWAYS a good idea**.

Sample Themes:

SHP: Light It Up

To coincide with the return of BLINK, SHP decided on an internal campaign theme of "Light It Up," referencing BLINK and the general vibrancy of the arts. And they lit up their own office with an employee-created collage painting (see photo to right)

Other Theme Ideas:

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

Sample Events:

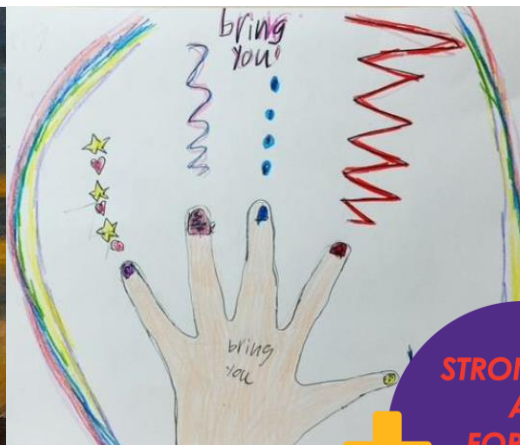
Kao organized the Kao's Kids Art Contest - children of Kao employees submitted original artworks, and they enlisted ArtsWave staff to help judge the results (see photos below)

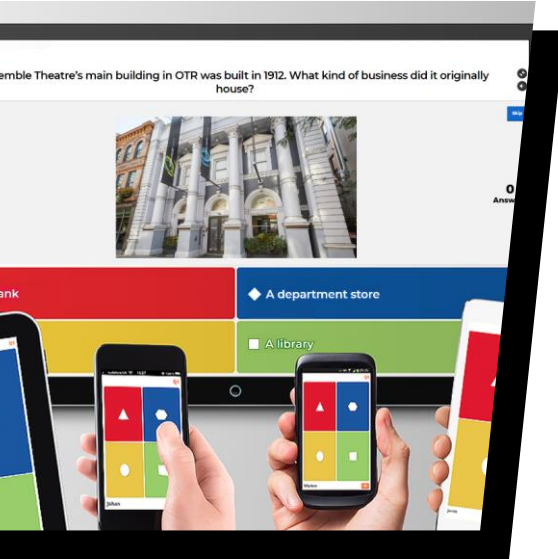
EY hosted a Cinco de Mayo happy hour at their office in which employees rotated through different stations, each featuring different internal affinity and networking groups, guest speakers, and even the ArtsWave Trivia game!

Cincinnati Children's Hospital hosted a virtual meet-and-greet with Abby Marcus, the new managing director of Cincinnati Playhouse in the Park

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/>





For companies with hybrid work forces, or even those still working completely remote, we have versatile resources that can help! Any of these activities can accommodate in-person or virtual set-ups, or even a combination of the two!

ArtsWave Trivia

One of our most popular 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 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 to request one and we'll match you up.

ArtsWave Artist @ Your Meeting

Solve your team's meeting fatigue and support the region's artists

Need to break up the day with some fun? 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

ArtsWave Puzzle Crawl

Test your arts knowledge and problem-solving skills...

Coming from the traditions of scavenger hunts and escape rooms, this puzzle crawl will test your wits against a series of arts-inspired brain teasers. Visit artswave.org/puzzlecrawl for more info!



Leonardo Da Vinci, *Hello, Lisa*

Corrected word: MONA



NETWORKING GROUPS



Members are committed to creating an engaged YP community and making a positive impact in the region. A portion of your gift will directly fund arts programming for young professionals.

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 directly fund art initiatives that promote and celebrate the LGBTQIA+ community.

Eligibility: Opt-in at any gift amount

BENEFITS

- Invitation to ArtsWave Pride event series sponsored by PNC
- Quarterly ArtsWave Pride newsletter

\$500+ Pride Ambassador

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

Join the Chairman's Challenge: "More Arts, More Kids"

The challenge will provide 50,000 arts field trips over the next six years for elementary school kids in two local low-income districts.

Three ways to join the challenge:

- Make a new gift of \$5,000+ or increase your current support to \$5,000+
- Increase your current \$5,000+ gift by \$5,000+
- Make a first-time corporate/business gift or run an employee campaign. These gifts will be matched 1:1, making your gift twice as impactful!

AFFINITY & NETWORKING GROUPS

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

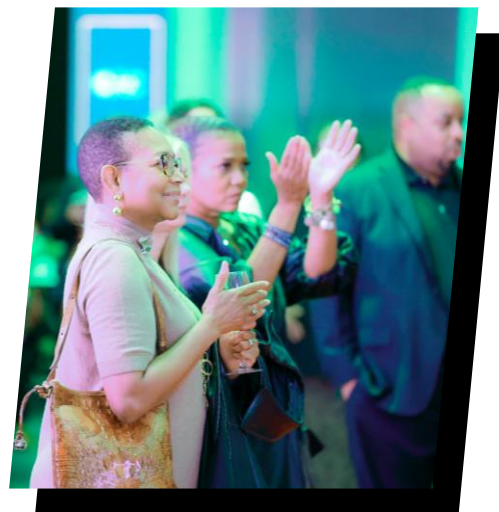
arts wave Leadership Donors

Representing a cross-section of industries and backgrounds, leadership donors form a dynamic network that provides leading support to advance ArtsWave's Blueprint for Collective Action. Over 1,200 individuals make an annual leadership gift to ArtsWave.

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

LEADERSHIP BENEFITS

- Experience ArtsWave Hour, an event series with arts and community leaders at unique venues throughout the region
- Invitation to an exclusive 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!



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 of African American Leaders for the Arts brings together individuals that believe the arts have the power to help bridge cultural divides and strengthen our community.

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

BENEFITS

- All Leadership Giving Benefits + affiliation 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 powerful network of more than 450 women who support and value the impact of the arts.

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

BENEFITS

- All Leadership Giving Benefits + affiliation 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

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 was a new ArtsWave event in 2022 and was so successful it's coming back for 2023! Get in on the fun in this unique take on a Battle of the Bands. Employee bands compete at 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 fill out the short form at artswave.org/cincyjams.

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



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.



arts
wave

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