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# Epledge Kick-Off Email

**Subject Line:** Our ArtsWave campaign is kicking off!

Dear Name/Employees,

Why is the Cincinnati region home to the largest immersive light art show in the nation? Why is the city ranked #1 in the country for street art? Why is it one of only three finalists to host the prestigious Sundance Film Festival? Believe it or not, the answer is you.

For nearly a century, the collective action of ArtsWave members has rippled out across our region from Northern Kentucky to the Northern Suburbs, from Playhouse in the Park to Pyramid Hill, creating a more vibrant and connected community. Now it's up to us to continue the legacy.

That’s why XYZ Company proudly participates in the annual ArtsWave Campaign.

**Your gift supports 150+ organizations, projects and artists creating thousands of performances, exhibitions, arts education programs, public art and more.**

Pledging is simple and only takes a minute of your time. Just follow the link below to get started:

**Create your login**

Becoming a member may qualify you for some amazing benefits. The more you give, the more you enjoy!

***ArtsWave Membership Benefits***

**$100+: NEW & IMPROVED ArtsWave Pass —** more benefits, more discounts, more arts and exclusive content through the NEW ArtsWave App. Finding and redeeming offers has never been easier!

* **$250+: Cincinnati Music Hall Package —** A voucher for two tickets to a performance of your choice by Cincinnati Ballet, Cincinnati Opera, Cincinnati Symphony Orchestra, Cincinnati Pops or May Festival.
* **$500+: Enjoy the Arts** **—** You and a guest are invited to a Members-only event at the newly expanded American Sign Museum.
* **$1,500+:** **Leadership Giving —** Enjoy all the above benefits, plus invitations to special arts events, membership in leadership giving groups, recognition in ArtsWave's community report and access to the Cincinnati Sports Package benefit.
* **New Gift of $100, 10%+ Increase, or Leadership Gift: Cincinnati Sports Package —** Two tickets to the Reds and a special experience with FC Cincinnati!

[Optional Paragraph to Discuss Campaign Details]

If you have given to ArtsWave in the past, thank you for your generosity. I encourage you to consider increasing your support this year. If you have not contributed in the past, I hope this is the year you join Company’s efforts. Please make your gift so that we can reach our goal of $Dollar Amount.

Thank you for becoming a member. Let’s discover what we can do, together.

Sincerely,

CEO of XYZ Company

Need help? E-mail help@artswave.org or call ArtsWave at 513.871.2787.

# Blueprint-Specific Kick-Off Emails

## Epledge Blueprint Message: Fueling Creativity and Learning

**The arts fuel creativity and learning.** 97% of Cincinnatians agree that arts education fosters youth creativity and positive social development, and a National Endowment for the Arts study found that students engaged in the arts are five times less likely to drop out of school.

Since 1927, ArtsWave has been the primary way to fund Cincy's arts. ArtsWave's "More Arts More Kids" sent nearly 5,000 students on arts field trips last year to The Children's Theatre of Cincinnati, Cincinnati Symphony Orchestra and others. With another 15,000 students this year, the program gives kids experiences that have been shown to increase empathy, tolerance, academic performance and in-class engagement.

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* **$1,500+:** **Leadership Giving —** Enjoy all the above benefits, plus invitations to special arts events, membership in leadership giving groups, recognition in ArtsWave's community report and access to the Cincinnati Sports Package benefit.
* **New Gift of $100, 10%+ Increase, or Leadership Gift: Cincinnati Sports Package —** Two tickets to the Reds and a special experience with FC Cincinnati!

## Epledge Blueprint Message: Enliven Neighborhoods

**The arts keep our neighborhoods thriving.** Community arts centers, galleries and public art build pride-of-place for residents of the Cincinnati region. Arts and culture organizations in the Cincinnati region create nearly $500 million in annual economic impact through jobs, direct spending and audience spending on dining, lodging, parking and more. The arts contribute to safer streets and boost property values.

Since 1927, ArtsWave has been the primary way to fund Cincy's arts. ArtsWave funds community arts hubs like Clifton Cultural Arts Center, the Baker Hunt Art Center, ArtsConnect, the Fitton Center, Kennedy Heights Arts Center, Oxford Community Arts Center and more, creating arts-rich communities across the region. This makes neighbors nearly twice as likely to feel connected to each other.

That’s why XYZ Company proudly participates in the annual ArtsWave Campaign.

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* **New Gift of $100, 10%+ Increase, or Leadership Gift: Cincinnati Sports Package —** Two tickets to the Reds and a special experience with FC Cincinnati!

[Optional Paragraph to Discuss Campaign Details]

Thank you for becoming a member. Let’s discover what we can do together.

CEO of XYZ Company

Need help? E-mail help@artswave.org or call ArtsWave at 513.871.2787.

## Epledge Blueprint Message: Bridging Cultural Divides

**The arts bridge cultural divides.** Accordingto aUniversity of Cincinnati survey of arts participants,90% agree that the arts help them understand perspectives from other cultures.

Since 1927, ArtsWave has been the primary way to fund Cincy's arts. With its Black and Brown Artist Program and Circle Grants, ArtsWave supports underrepresented voices of organizations and artists that preserve and advance diverse arts and culture.

That’s why XYZ Company proudly participates in the annual ArtsWave Campaign.

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* **New Gift of $100, 10%+ Increase, or Leadership Gift: Cincinnati Sports Package —** Two tickets to the Reds and a special experience with FC Cincinnati!

[Optional Paragraph to Discuss Campaign Details]

Thank you for becoming a member. Let’s discover what we can do, together.

Sincerely,

CEO of XYZ Company

Need help? E-mail help@artswave.org or call ArtsWave at 513.871.2787.

## Epledge Blueprint Message: Putting Cincinnati on the Map

**The arts give Cincy a competitive advantage.** For the fourth year in a row, SMU DataArts listed our region as one of the top 20 arts-vibrant communities in the nation.

Since 1927, ArtsWave has been the primary way to fund Cincy's arts. They provide operating support to our region’s world class Cincinnati Ballet, Cincinnati Opera, Cincinnati Symphony Orchestra, Cincinnati Art Museum and more. They are the illuminating sponsor of BLINK®, which attracted more than 2 million attendees along with significant national media attention.

That’s why XYZ Company proudly participates in the annual ArtsWave Campaign.

**Your gift supports 150+ organizations, projects and artists creating thousands of performances, exhibitions, arts education programs, public art and more.**

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* **New Gift of $100, 10%+ Increase, or Leadership Gift: Cincinnati Sports Package —** Two tickets to the Reds and a special experience with FC Cincinnati!

[Optional Paragraph to Discuss Campaign Details]

Thank you for becoming a member. Let’s discover what we can do, together.

Sincerely,

CEO of XYZ Company

Need help? E-mail help@artswave.org or call ArtsWave at 513.871.2787.

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## Epledge Blueprint Message: Deepening Roots

**The arts deepen roots in our region by building strong relationships.** A survey by Americans for the Arts found that 91% of people report making new friends because of participating in the arts.

More than 5,000 individuals have joined ArtsWave’s networking and affinity groups, including ArtsWave Pride, the Circle of African American Leaders for the Arts, Women’s Leadership Roundtable and Young Professionals. Each group offers unique opportunities to network and engage with the arts.

Since 1927, ArtsWave has been the primary way to fund Cincy's arts. That’s why XYZ Company proudly participates in the annual ArtsWave Campaign.

**Your gift supports 150+ organizations, projects and artists creating thousands of performances, exhibitions, arts education programs, public art and more.**

Pledging is simple and only takes a minute of your time. Just follow the link below to get started:

**Create your login**

Becoming a member may qualify you for some amazing benefits. The more you give, the more you enjoy!

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[Optional Paragraph to Discuss Campaign Details]

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Sincerely,

CEO of XYZ Company

Need help? E-mail help@artswave.org or call ArtsWave at 513.871.2787.

# Epledge Reminders

## Sample Epledge Reminder

**Subject Line:** ArtsWave campaign reminder

Becoming an ArtsWave Member only takes a minute of your time, and your gift ripples out across nearly every neighborhood and town in the Cincinnati region, supporting the arts near you that create a vibrant economy and a connected community.

The arts make our region stronger, defining it as a vibrant and connected community. They create opportunities for our youth, build strong relationships, bridge cultural divides and give Cincy a competitive advantage.

Thank you for becoming a member. Let’s discover what we can do, together.

**Click here to create your login and get started!**

**Need help? E-mail** help@artswave.org **or call ArtsWave at 513.871.2787.**

## Sample Epledge Reminder (Kentucky Region)

**Subject Line:** ArtsWave campaign reminder

Becoming an ArtsWave Member only takes a minute of your time, and your gift ripples out across our communities, reaching 150+ projects, artists and organizations like The Carnegie and the Kentucky Symphony Orchestra. It makes festivals like BLINK® come to life, right here in our neighborhood.

The arts make our region stronger, defining it as a vibrant and connected community. They create opportunities for our youth, build strong relationships, bridge cultural divides and give Cincy a competitive advantage.

Just click on the link below to get started.

**Create your login**

Thank you for becoming a member. Let’s discover what we can do, together.

Sincerely,

CEO

**Need help? E-mail** **help@artswave.org** **or call ArtsWave at 513.871.2787.**

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## Sample Epledge Reminder (Past donor)

**Subject Line:** ArtsWave campaign reminder

Thank you so much for your support of ArtsWave last year! Your generous gift ripples out across nearly every neighborhood and town in the Cincinnati region, supporting the arts near you that create a vibrant economy and a connected community.

Please join us by renewing your support to ArtsWave. The arts make our region stronger, defining it as a vibrant and connected community. They create opportunities for our youth, build strong relationships, bridge cultural divides and give Cincy a competitive advantage.

**With the collective action of 23,000+ across the region, help us create a more vibrant future for everyone.**

Making a gift is simple and only takes a minute of your time, just click on the link below to get started.

**Create your login**

Thank you for joining us in creating our region’s future.

**Need help? E-mail** help@artswave.org **or call ArtsWave at 513.871.2787.**

P.S. Check out ArtsWave’s member benefits that can keep you connected to the arts all year long and be sure to download the free ArtsWave App on your smartphone.

# Thank You Letter/Email

## Sample Thank You

Subject Line: Thank You for your gift to ArtsWave!

Dear (Employee name):

Thank you so much for your generous support during XYZ Company’s 2025 ArtsWave Campaign! This year we raised an impressive $\_\_\_, which will help to fund 150+ organizations, projects and artists, fostering the creation of thousands of concerts, shows, exhibitions, school-based arts, public art, festivals and events like BLINK®.

ArtsWave is the engine for the arts in the Cincinnati region and the largest community arts campaign in the nation, with tens of thousands of donors and hundreds of companies and community partners. The quality and variety of our arts today can be directly tied to a history of community support.

**Thank you for supporting your community through your gift to ArtsWave!**

[OPTIONAL] Please join me and the campaign team on (date and time) for a campaign celebration. I look forward to thanking you for a job well done!

Sincerely,

CEO

P.S. Join me in downloading the free ArtsWave App! It’s the one-stop calendar for local arts and entertainment, and the only way to access your ArtsWave Pass benefits if you gave at that level.