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# Epledge Kick-Off Emails

## Epledge Kick-off Letter/Email

Subject Line: Our ArtsWave campaign is kicking off!

Dear Name/Employees,

The arts in the Cincinnati region have never faced a greater challenge. They were among the first businesses to close and are among the last to reopen, losing millions of dollars in ticket revenue. Now, live arts are back, fueling the region’s rebound while keeping us safe throughout the pandemic. New collaborations, world premieres, mash-ups, celebrations and innovations are on the horizon. Also on the horizon is the return of Cincinnati’s biggest arts festival and block party, BLINK®, illuminated by ArtsWave, in October.

The arts support thousands of local jobs, contribute to safer streets, boost property values and supplement education. They reduce healthcare costs, speed recovery times and increase overall well-being. Now is the time to invest more in the arts. In the Cincinnati region, ArtsWave is the way that arts are funded. That’s why XYZ Company proudly participates in the annual ArtsWave Community Campaign.

**The power of the arts is in our hands!** **Join me in support of ArtsWave and make your gift today.**

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

**Create your login**

Your gift may qualify you for some amazing benefits. The more you give, the more you enjoy!

**New gift OR 10%+ Increase —** Two tickets to the Reds, an FC Cincinnati special experience and a Guided Walking Tour of BLINK® 2022, illuminated by ArtsWave! ($75 minimum)

**Other Great Benefits**

* **$75+: ArtsWave Pass —** ArtsWave’s most popular benefit: Membership to a year of experiences at 100+ arts organizations, restaurants and shops across the region.
* **$150+: Enjoy the Arts at BLINK® —** Two tickets to one of the most talked about exhibitions at BLINK®, illuminated by ArtsWave.
* **$250+: 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+: BLINK® 2022 VIP Lounge** - Make our exclusive Donor Lounge your hub during BLINK® 2022, illuminated by ArtsWave. Invitation delivered via email.
* **$1,500+:** **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.

[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.

Sincerely,

CEO of XYZ Company

Need help? E-mail [help@artswave.org](mailto:help@artswave.org) or call ArtsWave at 513.871.2787.

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## Epledge Kick-off Letter/Email (Short)

Subject Line: Our ArtsWave campaign is kicking off!

Dear Name/Employees,

The arts in the Cincinnati region have never faced a greater challenge. They were among the first businesses to close and are among the last to reopen, losing millions of dollars in ticket revenue.

The arts support thousands of local jobs, contribute to safer streets, boost property values and supplement education. They reduce healthcare costs, speed recovery times and increase overall well-being. Now is the time to invest more in the arts.

That’s why XYZ Company proudly participates in the annual ArtsWave Community Campaign, the largest collective source for funding local arts.

**The power of the arts is in our hands!** **Join me in support of ArtsWave and make your gift today.**

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

**Create your login**

Starting at the $75+ level, you may opt in for donor benefits! Log in for details.

Thank you for helping to keep our arts and region strong. The power of the arts is in our hands.

Sincerely,

CEO of XYZ Company

Need help? E-mail [help@artswave.org](mailto:help@artswave.org) or call ArtsWave at 513.871.2787

# Blueprint-Specific Kick-Off Epledge Emails

## Epledge Blueprint Message: Enliven Neighborhoods

**The arts keep our neighborhoods thriving.** Over the last two years, we’ve gathered at Summit Park to experience the Cincinnati Opera. We’ve met up at Findlay Market to create cathartic chalk drawings. We’ve hiked the new Cincinnati Art Museum Art Climb and explored outdoor sculptures at Pyramid Hill in Hamilton. We’ve seen YPCC turn the Purple People Bridge into a concert venue.

The nonprofit arts sector in the Cincinnati region creates $300 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

**Make a gift to ArtsWave today and ensure the region’s arts continue to enliven our neighborhoods.**

**Create your login**

Your gift may qualify you for some amazing benefits. The more you give, the more you enjoy!

**New gift OR 10%+ Increase —** Two tickets to the Reds, an FC Cincinnati special experience and a Guided Walking Tour of BLINK® 2022, illuminated by ArtsWave! ($75 minimum)

**Other Great Benefits**

* **$75+: ArtsWave Pass —** ArtsWave’s most popular benefit: Membership to a year of experiences at 100+ arts organizations, restaurants and shops across the region.
* **$150+: Enjoy the Arts at BLINK® —** Two tickets to one of the most talked about exhibitions at BLINK®, illuminated by ArtsWave.
* **$250+: 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+: BLINK® 2022 VIP Lounge** - Make our exclusive Donor Lounge your hub during BLINK® 2022, illuminated by ArtsWave. Invitation delivered via email.
* **$1,500+:** **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.

Thank you for helping to keep our arts and region strong. When thousands of us give together, we create a connected community and a more vibrant economy. The power of the arts is in our hands.

Sincerely,

CEO of XYZ Company

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## Epledge Blueprint Message: Bridging Cultural Divides

**The arts offer opportunities to bridge cultural divides and promote cross-cultural understanding.** A majority of Americans believe that the arts are a common connector — we agree upon this more than just about anything else. Our region has one of the most impactful, collaborative and inclusive arts sectors in the nation.

Programs like ArtsWave’s Truth & Reconciliation Grants program amplify the voices of Black & Brown artists. The Cincinnati Symphony Orchestra is one of the first symphony orchestras in America to hire a chief diversity officer. Cincinnati Music Festival’s Outdoor Museum showcased local artists of color and Black-owned local businesses in 2021. Juneteenth celebrations from Paloozanoire and the Freedom Center mark a shared expression of joy.

**Make a gift to ArtsWave today and ensure the region’s arts continue to bridge cultural divides.**

**Create your login**

Your gift may qualify you for some amazing benefits. The more you give, the more you enjoy!

**New gift OR 10%+ Increase —** Two tickets to the Reds, an FC Cincinnati special experience and a Guided Walking Tour of BLINK® 2022, illuminated by ArtsWave! ($75 minimum)

**Other Great Benefits**

* **$75+: ArtsWave Pass —** ArtsWave’s most popular benefit: Membership to a year of experiences at 100+ arts organizations, restaurants and shops across the region.
* **$150+: Enjoy the Arts at BLINK® —** Two tickets to one of the most talked about exhibitions at BLINK®, illuminated by ArtsWave.
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* **$1,500+:** **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.

Thank you for helping to keep our arts and region strong. When thousands of us give together, we create a connected community and a more vibrant economy. The power of the arts is in our hands.

Sincerely,

CEO of XYZ Company

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## Epledge Blueprint Message: Putting Cincinnati on the Map

**The arts put Cincinnati on the map**. In 2020, our region was listed as one of the top 20 most arts-vibrant large metropolitan areas in the United States by Southern Methodist University DataArts. As our region rebounds, keeping the caliber of arts at a high level of acclaim is critical. The arts are a powerful asset to our region, with world-class museums, award-winning theaters, an internationally celebrated symphony orchestra, and many more outstanding organizations.

On the horizon is the return of BLINK®, illuminated by ArtsWave. BLINK® brought 1.25 million visitors to Over-the-Rhine, the Central Business District, and Covington in 2019. With your help, it will bring that spotlight back to the region in October.

**Make a gift to ArtsWave today and ensure the region’s innovative arts scene continues to put Cincinnati on the map.**

**Create your login**

Your gift may qualify you for some amazing benefits. The more you give, the more you enjoy!

**New gift OR 10%+ Increase —** Two tickets to the Reds, an FC Cincinnati special experience and a Guided Walking Tour of BLINK® 2022, illuminated by ArtsWave! ($75 minimum)

**Other Great Benefits**

* **$75+: ArtsWave Pass —** ArtsWave’s most popular benefit: Membership to a year of experiences at 100+ arts organizations, restaurants and shops across the region.
* **$150+: Enjoy the Arts at BLINK® —** Two tickets to one of the most talked about exhibitions at BLINK®, illuminated by ArtsWave.
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* **$500+: BLINK® 2022 VIP Lounge** - Make our exclusive Donor Lounge your hub during BLINK® 2022, illuminated by ArtsWave. Invitation delivered via email.
* **$1,500+:** **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.

Thank you for helping to keep our arts and region strong. When thousands of us give together, we create a connected community and a more vibrant economy. The power of the arts is in our hands.

Sincerely,

CEO of XYZ Company

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# Kick-off Email/Letters

## CEO Letter to Employees, New Campaign

Subject Line: Support the community through our ArtsWave campaign!

Dear Name/Employees,

The arts in the Cincinnati region have never faced a greater challenge. They were among the first businesses to close and are among the last to reopen, losing millions of dollars in ticket revenue. Now, live arts are back, fueling the region’s rebound while keeping us safe throughout the pandemic. New collaborations, world premieres, mash-ups, celebrations and innovations are on the horizon. Also on the horizon is the return of Cincinnati’s biggest arts festival and block party, BLINK®, illuminated by ArtsWave, in October.

The arts support thousands of local jobs, contribute to safer streets, boost property values and supplement education. They reduce healthcare costs, speed recovery times and increase overall well-being. Now is the time to invest more in the arts. In the Cincinnati region, ArtsWave is the way that arts are funded. That’s why XYZ Company proudly participates in the annual ArtsWave Community Campaign.

**Join me in support of ArtsWave and make your gift today.**

Your gift to ArtsWave may qualify you for some amazing benefits. The more you give, the more you enjoy!

**New gift OR 10%+ Increase —** Two tickets to the Reds, an FC Cincinnati special experience and a Guided Walking Tour of BLINK® 2022, illuminated by ArtsWave! ($75 minimum)

**Other Great Benefits**

* **$75+: ArtsWave Pass —** ArtsWave’s most popular benefit: Membership to a year of experiences at 100+ arts organizations, restaurants and shops across the region.
* **$150+: Enjoy the Arts at BLINK® —** Two tickets to one of the most talked about exhibitions at BLINK®, illuminated by ArtsWave.
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* **$1,500+:** **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.

Thank you for helping to keep our arts and region strong. When thousands of us give together, we create a connected community and a more vibrant economy. The power of the arts is in our hands.

Sincerely,

CEO

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## CEO/Leadership Letter to Employees (Short)

Subject Line: Our ArtsWave campaign is kicking off!

The arts in the Cincinnati region have never faced a greater challenge. They were among the first businesses to close and are among the last to reopen, losing millions of dollars in ticket revenue. Now, live arts are back, fueling the region’s rebound while keeping us safe throughout the pandemic. New collaborations, world premieres, mash-ups, celebrations and innovations are on the horizon. Also on the horizon is the return of Cincinnati’s biggest arts festival and block party, BLINK®, illuminated by ArtsWave, in October.

The arts support thousands of local jobs, contribute to safer streets, boost property values and supplement education. They reduce healthcare costs, speed recovery times and increase overall well-being. Now is the time to invest more in the arts. In the Cincinnati region, ArtsWave is the way that arts are funded. That’s why XYZ Company proudly participates in the annual ArtsWave Community Campaign.

**Join me in support of ArtsWave and make your gift today.**

Your gift to ArtsWave may qualify you for some amazing benefits that will connect you to the Reds, FC Cincinnati, the arts, and BLINK®. Log in to Epledge OR See your campaign materials for details.

[Paragraph to Discuss Campaign Details (How to pledge, Kick-off, finale, activities, last year’s stats, goals, etc.)]

Thank you for helping to keep our arts and region strong. The power of the arts is in our hands.

Sincerely,

CEO/Leadership of XYZ Company

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# Epledge Reminders

## Sample Epledge Reminder (Short)

Subject Line: ArtsWave campaign reminder

Making a pledge to ArtsWave only takes a minute of your time and helps support more than 150 projects and cultural organizations that will fuel our region’s rebound.

The arts in the Cincinnati region have never faced a greater challenge. They were among the first businesses to close and are among the last to reopen. The arts support thousands of local jobs, contribute to safer streets, boost property values and supplement education.

Thank you for helping to keep our arts and region strong. The power of the arts is in our hands.

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

**Need help? E-mail** [help@artswave.org](mailto:help@artswave.org) **or call ArtsWave at 513.871.2787.**

## Sample Epledge Reminder (Benefits)

Subject Line: ArtsWave campaign reminder

Making a pledge to ArtsWave only takes a minute of your time and helps support more than 150 projects and cultural organizations that will fuel our region’s rebound.

The arts in the Cincinnati region have never faced a greater challenge. They were among the first businesses to close and are among the last to reopen. The arts support thousands of local jobs, contribute to safer streets, boost property values and supplement education.

**Join me in support of ArtsWave and make your gift today.**

Your gift to ArtsWave may qualify you for some amazing benefits. The more you give, the more you enjoy!

**New gift OR 10%+ Increase —** Two tickets to the Reds, an FC Cincinnati special experience and a Guided Walking Tour of BLINK® 2022, illuminated by ArtsWave! ($75 minimum)

**Other Great Benefits**

* **$75+: ArtsWave Pass —** ArtsWave’s most popular benefit: Membership to a year of experiences at 100+ arts organizations, restaurants and shops across the region.
* **$150+: Enjoy the Arts at BLINK® —** Two tickets to one of the most talked about exhibitions at BLINK®, illuminated by ArtsWave.
* **$250+: 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!
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* **$1,500+:** **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.

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

**Need help? E-mail** [help@artswave.org](mailto:help@artswave.org) **or call ArtsWave at 513.871.2787.**

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## Sample Epledge Reminder (Kentucky Region)

Subject Line: ArtsWave campaign reminder

Making a pledge to ArtsWave only takes a minute of your time and helps to build a vibrant economy and more connected community in our region.

The arts in the Cincinnati region have never faced a greater challenge. They were among the first businesses to close and are among the last to reopen. The arts support thousands of local jobs, contribute to safer streets, boost property values and supplement education.

Your gift to ArtsWave supports more than 150 organizations like The Carnegie and The Kentucky Symphony Orchestra, and makes festivals like BLINK® come to life, right here in our neighborhood.

**Join me in support of our community with a gift to ArtsWave.**

Pledging is simple. Just click on the link below to get started.

**Create your login**

Thank you for helping to keep our arts and region strong. The power of the arts is in our hands.

Sincerely,

CEO

**Need help? E-mail** [**help@artswave.org**](mailto:help@artswave.org) **or call ArtsWave at 513.871.2787.**

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## Sample Epledge Reminder (Repeat Giver)

Subject Line: ArtsWave campaign reminder

Thank you so much for your support of ArtsWave last year! Your generous gift helps to fund more than 150 projects and cultural organizations that will fuel our region’s rebound. The arts in the Cincinnati region have never faced a greater challenge. They were among the first businesses to close and are among the last to reopen. The arts support thousands of local jobs, contribute to safer streets, boost property values and supplement education.

**Support your community again by making your 2022 gift to ArtsWave.**

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**

**Need help? E-mail** [help@artswave.org](mailto:help@artswave.org) **or call ArtsWave at 513.871.2787.**

P.S. Check out ArtsWave’s donor benefits that can keep you connected to the arts all year long.

# Thank You Letters/Emails

## 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 2022 ArtsWave Campaign! This year we raised an impressive $\_\_\_, which will help to fund more than 150 projects and cultural organizations that will fuel our region’s rebound.

The arts in the Cincinnati region have never faced a greater challenge. Thanks to the continued contributions of donors like you, live arts are back, fueling the region’s rebound while keeping us safe throughout the pandemic. New collaborations, world premieres, mash-ups, celebrations and innovations are on the horizon.

**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

## Sample Thank You (Short)

Subject Line: Thank You for your gift to ArtsWave!

Dear Employee Name:

Thank you so much for your generous support during XYZ Company’s 2022 ArtsWave Campaign! This year we raised an impressive $\_\_\_, which will help to fund more than 150 projects and cultural organizations fueling our region’s rebound.

[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