

# discover + more



coordinator handbook 2026

# hello!



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 in workplace giving campaigns. As the person leading the charge in those workplace efforts, you are therefore the most important advocates and volunteers we have – literally!

But first, a bit of background...

## What is ArtsWave?

**For nearly 100 years**, ArtsWave has been the primary way we fund the arts in Cincinnati, and the future of our arts landscape depends on all of us investing today.

So where does ArtsWave come in? Each year, the money we raise is invested in **150+ organizations, artists and projects**, which together create thousands of concerts, shows, exhibitions, arts education programs, public art installations, festivals, events like BLINK® and more. Special initiatives like **“More Arts, More Kids”** provide annual arts field trips for all 1st-6th graders in Cincinnati Public Schools. And our ArtsWave-funded organizations provide free or low-cost events in neighborhoods across our city, attended by **2.3 million people** last year alone.

**A gift to ArtsWave ripples out across our communities**, and with the collective action of 23,000+ across the region, creates a more vibrant future for everyone.



## 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. (this is YOU ...thank you!) You are equal parts creative force, logistics planner, cheerleader, sales chief and more.

### 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!





# b-e-a-t for *success*

Inspired by the rhythm and harmony that the arts bring to our communities, the BEAT method (Build, Engage, Amplify, Tune) will help you navigate your important role as an Employee Campaign Coordinator.

## B - Build

Begin by building your campaign foundation. Establish your goals, timeline, and strategy. Identify your team members and their roles.

### Key Actions:

- Assemble your campaign team
- Determine Campaign Kick-Off and Finale Dates (most campaigns last 1-3 weeks)
- Establish your goal(s): dollar raised goal, participation goal, or response rate
- Review your budget
- Brainstorm themes and event ideas
- Get Leadership on board with a solicitation letter
- Discuss incentives with leadership (PTO drawing is recommended)

## E - Engage

Engage your workplace community by gathering your resources, preparing your materials, and coordinating with your team. Ensure everyone understands the campaign's vision: a vibrant arts community that grows our economy, enlivens our neighborhoods, and defines our region as a national center for the arts.

### Key Actions:

- Plan your kick-off and other events
- Request Speakers, Artists, and/or Performers
- Submit Campaign Supply Order Form
- Obtain raffle prizes from vendors, local partners, and ArtsWave
- Confirm CEO/Leadership involvement
- Send announcement email with campaign schedule

Check out the campaign toolkit at

[www.artswave.org/campaign-coordinator-hub/](http://www.artswave.org/campaign-coordinator-hub/)

A successful Kick-Off event generally has these elements:

- **ArtsWave Representative and/or Arts Speaker**
- **CEO/Leadership Speaker**
- **Employee Engagement**

The speaker and employee engagement ideas can be found in the campaign toolkit.



## Helpful Hint

Incentives can boost campaign participation, especially among first-year donors. Incentives can be as simple as gift cards or as elaborate as PTO days, and anything in between. **ArtsWave will provide you with complimentary arts tickets when you submit your supply order.**



## A - Amplify

Execute your campaign with confidence. Distribute materials, make announcements, and begin one-on-one conversations. Emphasize how supporting the arts creates a legacy of creativity, economic vitality, and social cohesion in our region.

### Key Actions:

- Create a communication schedule
- Send email reminders for the Kick-Off
- Distribute ArtsWave Campaign materials, including pledge cards
- Hold your Kick-Off event
- Update your team regularly on progress toward goals

**Events make up the bulk of the ‘public’ phase of your internal campaign.** These can range from a traditional event with food and entertainment to a strolling musician walking around the office. It's important to ensure that each event raises awareness about the campaign. **Food is ALWAYS a good idea.**

Here are some event ideas from previous campaigns:



Cincinnati State created a puzzle from campaign materials and held a puzzle competition.



Accenture used a campaign thermometer in its lobby to keep employees updated.



Madison Design Invited employees to complete a paint-by-number.



SHP organized a pottery painting.

## T - Thanks

Host an engaging kickoff event to generate excitement and momentum, but don't stop there. Express appreciation throughout your campaign. Thank donors promptly and personally. Recognize team members who contribute to your success. Share the impact of contributions with your workplace. Celebrate milestones and achievements.

### Key Actions:

- Thank donors.
- Share campaign results company-wide.
- Announce prize winner.
- Thank your team.





# 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



Funding Arts. Fueling Community.

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