

# Culture Works

Campaign for the Arts 2024





# In 2024, Culture Works is Celebrating 50 Years of Community Giving!

## \$260,000 sought for

By Walt MacCaslin  
Journal Herald Staff Writer

A campaign to raise \$260,000 for three of the city's performing arts groups is being begun by a new organization called Dayton Arts Fund.

According to Robert A. Kerr, one of the organizers, the money would go to the Dayton Philharmonic (60 percent), the Dayton Ballet (30 percent) and the Dayton Opera Assn. (10 percent). Kerr, who is chairman of the Dayton Art Institute's Board of Trustees Bank, said the money would be used for the maintenance of current programs as well as the larger

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"THERE IS no more labor-intensive a group than our performing artists," Oelman said in outlining the financial dilemma. "In other areas, it's possible to increase efficiency and improve procedures."

He said that the performing arts groups in Dayton, Ohio, are in a "cultural wasteland," and that the city's cultural scene is "operational expenses."

DAYTON ARTS FUND is not meant to preclude individual money-raising efforts on the part of the orchestra, the ballet and the opera. The \$260,000 goal represents additional money needed, and would provide for

tensive performance and administration programs. Oelman and Mrs. Oelman are the fund organization's first board members. Those who are not performing artists are not eligible to contribute on their own initiative.

Dayton Arts Fund headquarters has been set up in the Philharmonic Orchestra Assn. office at 15 E. First St. Donations should be mailed to that address.

THE BUDGETS of three participating arts organizations total approximately half a million dollars. Only a small percentage of

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KERR EXPRESSED confidence the campaign goal would be reached in six to eight weeks. The Philharmonic's DeMarse said: "We're trying to pay the bills on the income from this week's ticket sales," and conceded that non-paying activities like the children's concerts would be the first to go if the campaign falls short.

The orchestra, ballet and opera were called the areas of most critical current need. Kerr noted the Dayton Art Institute last year conducted a successful fund drive of its own. If response is good, he added, the Dayton Arts Fund later might be expanded to include groups other than the three now covered.

Along with the three organizational board presidents, each performing group is represented in Dayton Arts Fund by two other persons.

They are Thomas Mathews and Charles Keenoy (for the orchestra), Howard Kelly and Fred Clark (opera) and Nora Duffy and Vincent Bolling Jr. (ballet).

"The small, individual kind of support will be very vital to the campaigns success, Keenoy said, "so well be after nickels

1974: Performing Arts Fund Founded



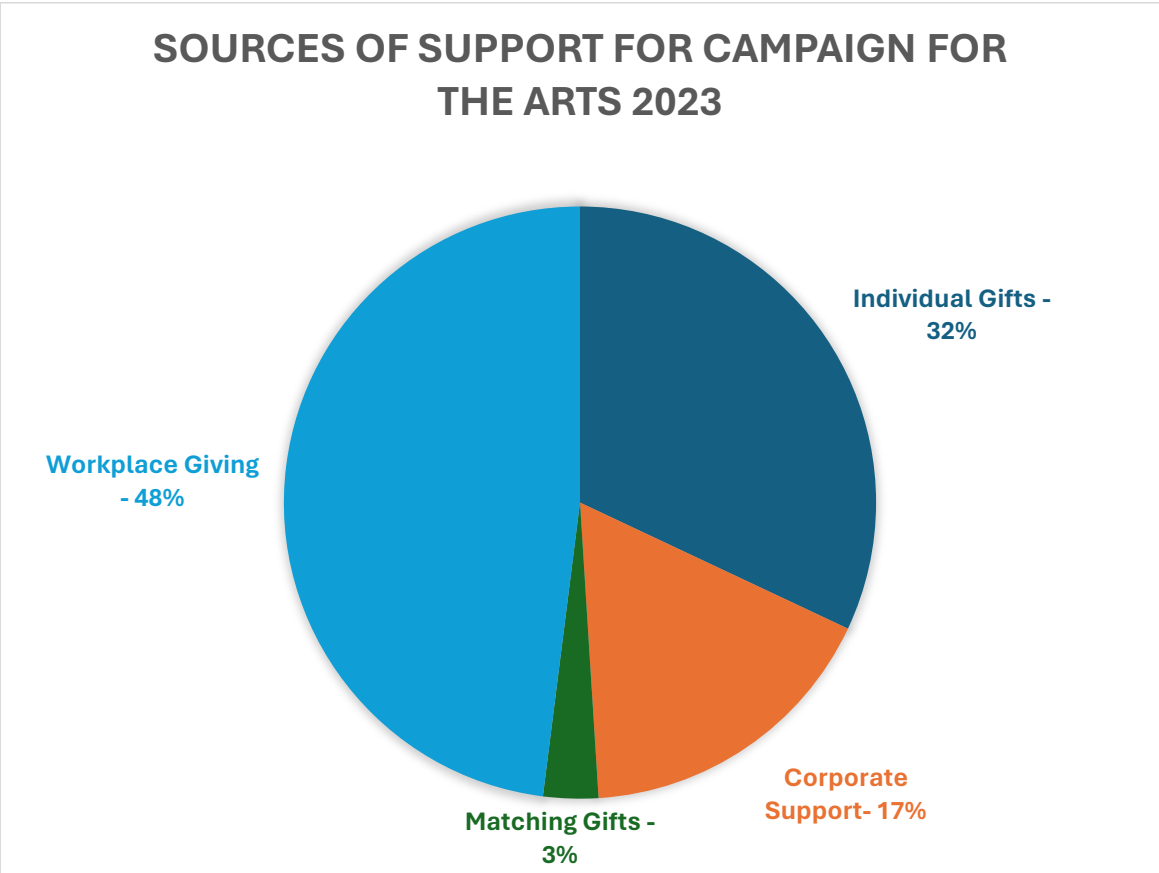
The Journal Herald  
October 18<sup>th</sup>, 1974; Page 43

***Thank you for participating in the Culture Works Campaign for the Arts at your organization!***

Your gift, and those of workplace donors across the Dayton Region, provide crucial general operating support—unrestricted funding that helps arts organizations pay utilities and rent, pay for computer support, buy office supplies, and cover the cost of other non-glamorous but necessary expenses.

Your workplace contributions are distributed via Community Arts Grants decided on by panels consisting of community members just like you.

*Community investment, community voices, community arts.*



## ***Congratulations on your role as Campaign Coordinator in your Workplace!***

New to Workplace Giving? Or have you been running a Campaign for years? This booklet outlines ideas and experiences from successful past campaigns.

Every person is different, every workplace is different, and your Workplace Giving Campaign can be tailored to your organization's needs. Successful campaigns have ranged from a week-long campaign with a formal kickoff event to a behind-the-scenes e-mail campaign that runs all month or longer. There is no one "right" way to do it – as long as you are able to get employees engaged and interested...and giving!

## ***Plan your Successful Campaign for the Arts***

As a Workplace Coordinator, you will spearhead and advocate for the *Campaign for the Arts* in your organization.

As a coordinator, you will network across a variety of departments and management levels and will need to set and achieve goals.

As a coordinator, you should have a passion for and interest in the arts community, either as a participant or patron, and donate to the campaign. It's difficult to encourage others to donate toward a goal that you don't support yourself.

Unless you have a very small office, enlist an assistant or two for your campaign - or even a full committee. Coordinating your workplace campaign is a fun and social process.

Working on the Campaign for the Arts builds teamwork and business skills and offers a rare opportunity for people from very different departments or areas of the organization to work together. One of our most successful and highly participatory workplace sites, Montgomery County, has a large Steering Committee with members involved from many different County departments. This collaboration across departments builds a shared sense of values.



The Montgomery County Check Presentation to Culture Works from their Campaign for the Arts in 2017

## 1. Encourage Management to support the Campaign

Your organization's leaders have an impact on your campaign success. Engage management in events—get that CEO to participate in karaoke, ask the Director of HR to play that sax. Having an organization's leadership show their interest in and support for the arts drives their teams to do the same.

## 2. You choose when your Campaign for the Arts runs

Culture Works fiscal year runs July 1 through June 30. With a traditional spring campaign timeline, Culture Works prefers to complete workplace campaigns by May 15<sup>th</sup> to allow us to process all employee gifts in our system before the end of the fiscal year.

The most important thing to us is that your organization have a campaign. We will work with you to schedule your campaign at your convenience. Your campaign is not required to run during the traditional spring campaign months--you can host a campaign at any time of year that works for your organization.

In addition, organizations may have other campaigns that impact the timing of a Culture Works Campaign for the Arts. For example, if your company has locations in both Dayton and Cincinnati, you may wish to run the campaign concurrent with your *ArtsWave* campaign. We can do that. We have also held a combined campaign with the United Way for a few organizations. We can work around what is best for you!

## 3. You choose how long your Campaign for the Arts runs

The length of time your organization's campaign runs will vary depending on your organization. Those with many branches/worksites may want to run a longer (two weeks or more) campaign to allow people to review the communications they receive from the campaign coordinator or management and to get their pledges and donations back to you. Some smaller organizations such as law offices can be very successful within one week or ten days.

## 4. Set a Fundraising Goal for Your Organization's Campaign for the Arts

It's a great idea to set a realistic goal for your coordinator, their committee and/or assistants. We can provide you with your organization's giving history and participation of donors from past years to assist you.

An \$85 gift to the Campaign for the Arts earns your donor a *Passport to the Arts* card offering **Buy One-Get One** free ticket offers and discounts at arts organizations, restaurants, and other local establishments. If your company has 100 employees and each one donates \$85, your campaign raises \$8500.00 -- a wonderful gift!

A realistic goal might be employee participation at 63%. Using the above example of 100 employees and a 63% participation goal, your campaign would raise \$5,355.00 in support of the Dayton Arts community -- generous and achievable! Culture Works can help you set goals and plan incentives for giving.

## 5. Determine the Most Effective Methods to Communicate about the Campaign to Your Employees

Email is a great communication tool. If your team has access to an internal email system, it's easy to send campaign notifications. Email is also the scourge of the modern office—we all

get so much of it. Consider using mass communications sparingly, and have your team send personal emails to a smaller assigned group, Culture Works PDF format flyers that easily can be emailed to your employee group as attachments are available on our website. These and many other *Campaign for the Arts* support materials are found on our website at <https://cultureworks.org/support-the-arts/> Scroll down to the Employee Engagement section and click on the “Workplace Giving Toolbox.”

If email communication is not an option, enlist support from management to present at weekly/monthly meetings. We can provide your organization with posters, videos, and other support materials and are happy to attend a meeting to speak about Culture Works to an employee group.

Culture Works staff would be glad to attend group meetings and give a very brief presentation about the campaign and how your gift impacts the arts. Premier Health, one of the largest of our workplace sites, has invited us to their monthly Management Forum meetings at each of their hospitals and corporate headquarters for past campaigns. Allowing us to present directly to Premier employees about what their funding does in our community was very helpful to the success of their fundraising efforts.

Another great method to ignite campaign support is an email or letter about the campaign sent from your President or CEO’s office. When communication comes from the head of your company indicating his/her/their support and encouraging donations, employees are more likely to participate. We have some sample letters and/or emails for you to use on our website. Find them in the Workplace Giving Toolbox at [cultureworks.org](https://cultureworks.org).

## **6. Determine the Donation Methods Your Organization Will Make Available to Employees**

There are four ways employees can donate to the Campaign for the Arts during your Workplace Campaign:

1. *Payroll deduction is the most successful method of encouraging gifts to Culture Works.* An employee pledge of a small amount per pay period over a year of pay periods is easier to budget for than a lump sum donation. Encourage your company to offer payroll deduction. There are two ways to enroll:
  - a) Online payroll pledging makes employee giving easier, and coordinators appreciate having fewer checks and forms to track. Culture Works can work with your payroll department with regard to payment timing, submission of payments, etc. We will need a direct contact in your payroll department to make sure we are providing the information to them in the format needed.
  - b) Paper pledge forms for payroll deduction gifts are still an option. Workplace giving coordinators or committee members distribute, collect, and turn in pledge forms to both your payroll department and to Culture Works.
2. *Credit Card gifts*

Credit card gifts are processed online only to protect donor information. Donors can

give a single gift payment or ask that their gift be taken in monthly installment payments over 12 months or less.

3. *Personal Checks*

Collect personal checks and a completed pledge form during your campaign period; we will arrange to pick these items up from you at the end of your campaign.

4. *Pledges To Be Invoiced at The Donor's Home Address*

Gifts be invoiced require a paper pledge form. These methods cannot be handled online.

5. *Cash Gifts*

Culture Works does not encourage gifts via cash because keeping track of cash puts extra responsibility on the coordinators/committee. If your coordinator/committee decides to accept cash donations, we ask that your coordinator/committee change cash donations over to a single company check for the total amount and attach the associated paper gift pledge forms.

***Your Campaign should be fun!***

## **7. Plan Your Campaign Incentives**

Companies with workplace giving programs typically see a 45% increase in employee engagement. Part of that increase is due to the impact of arts activities in the workplace and part is due to the availability of campaign incentives that increase the fun.

Consider including drawings/raffles that directly reward people who make a donation as part of your campaign. If your organization is able to provide a company budget for the campaign, your coordinator can offer prizes such as gift cards, casual/jean days, lunch brought in, or early off days.

One example of company incentives is Fifth Third Bank's "Angel Day for the Arts." Employees who donate their "Fair Share" (determined by the company and based on pay rate) earn a free day off to be used later that year. Another workplace site provided the incentive to reimburse any employee who donated at the Passport level for half of their donation, making the \$85 Passport membership cost for each employee only \$42.50. Montgomery County offers a "Go Casual for Culture" program - employees in certain divisions can dress in casual attire for an entire month for a flat donation of \$25.00.

In addition, Culture Works partners with community arts organizations such as the Dayton Performing Arts Alliance, Muse Machine, The Human Race Theatre Company, the Springfield Symphony Orchestra, the Dayton Contemporary Dance Company, and more to provide vouchers for designated performances.

We provide branded items such as T-shirts, bags, etc. -- some from Culture Works and some from our partner arts organizations. We will work with you to set up your incentive program, but you determine how you want to use the items. Some workplace sites give

them away to the “early-bird” donors, for example, while others put names of those who donate into a drawing and select winners daily or weekly.

## **8. Plan Campaign Activities**

### **1. Group Events**

- a. Team activities are a wonderful way to spread information about the campaign, encourage support, and increase workplace camaraderie.
  - i. “Jeans Day” and “Casual Day” are simple activities that do not take much time out of the workday, nor do they cost anything other than the time to advertise them. Several of our workplace sites have been very successful with silent auctions of assigned parking spaces, days off, or donated items from vendors or corporate partners.
- b. Campaign themes can be a fun way to market the campaign and rally people around the cause. Consider theme ideas such as Superheroes, Star Wars, Sports Teams, March Madness, Mardi Gras, Circus, 1920s era, etc.
  - i. We’ve had companies that held ice cream socials or chili cook-offs, and others that host weekend bowling events.
  - ii. One employer hosted an employee brag day, where creative work of every description was featured—from **A**crylic painting to **Z**ither playing. People love to see someone they work with singing, or the daughter of their coworker performing in a dance troupe in the company auditorium or cafeteria.
  - iii. Some organizations have held art shows/auctions that allowed employees to exhibit/sell their own artwork. There are certainly talented artists within your employee ranks. Artists are everywhere!
  - iv. Activities will vary widely depending on the culture of your company and whether everyone is located in the same office or at several branch offices or worksites. Culture Works is glad to participate in events and to celebrate the arts with your team.
- c. We have seen the effect that a personal presentation can have on the success of a campaign, and a Culture Works representative is always pleased to come into your organization and talk about Culture Works and the Campaign for the Arts with your employee group. If you are having a meeting and would like one of us to attend, let us know and we’ll be there.

### **2. Host Professional Performers and Artists at Your Organization:**

- a. If you have a common gathering place where many employees will be during the workday (such as an employee cafeteria or a meeting room), Culture Works can arrange a cultural performance on your campaign kickoff day or on another pre-arranged date.
  - i. As examples, we have arranged for a guitarist to play classical music in the lobby, for a painter to create a painting on canvas during the entire workday in a cafeteria where people could check out his progress (the completed art was later raffled off for Culture Works), and for a jazz trio to play in a hospital cafeteria over the lunch hour.
- b. An essential part of the *Campaign for the Arts* program is to showcase the variety and richness of the arts in Dayton. In addition to fundraising, Culture Works advocates for and promotes the arts, which includes paying artists for their work.



We **hire** artists and performers, both from our constituent arts organizations and as independent artists, to bring arts experiences into your workplace, to build employee engagement, to enrich your company culture, and to encourage donor giving.

## **9. Request Campaign Materials from Culture Works or Create Your Own Materials**

- a. Culture Works provides your organization with 11x17 color posters for bulletin boards and hallways throughout your organization.
- b. We provide colorful tri-fold brochures to have available at your organization's campaign events and performances.
- c. Our paper pledge forms are available for your organization to use for those employees who do not wish to donate online, or if your organization has opted out of offering the online donation option altogether.
- d. We can bring in tall stand-alone banners, professionally printed in full color, that work well for your organization to set up in a lobby or elevator area to remind people that the campaign is occurring. They feature bright colors and photos of performing groups and our art partners and are an attractive visual.
- e. We can provide you with short videos of arts organizations funded by campaign dollars that you can share on your company's intranet where your campaign will be promoted, send the video via email if you provide a distribution list, or provide a link to share within your organization's e-newsletter.
- f. If your coordinator or committee would like to create their own personalized support materials, downloadable versions of the Culture Works logos as well as our brand guide with information about their approved use can be found in our Style Guide at [cultureworks.org](http://cultureworks.org).

## **10. Learn About Passport Membership and Promote It in Your Workplace**

### **1. For a minimum gift or pledge of \$85, your employees receive a Culture Works Passport to the Arts!**

- a. They will receive a physical card in the mail that entitles them to a full year of Passport benefits. The most well-known benefit is Buy One–Get One FREE ticketing opportunities for performance groups such as the Dayton Ballet, Opera, and Philharmonic, The Human Race Theatre Company, the Dayton Contemporary Dance Company, etc., but Passport membership also provides dining discounts at wonderful locally owned restaurants such as Meadowlark, Wheat Penny, and Salar, and admission discounts to The Dayton Art Institute, the Boonshoft Museum, Aullwood Audubon Center & Farm, and more. If your organization's payroll schedule is 26 pay periods over a year, which is fairly common, the cost of Passport membership is only \$3.27 per paycheck for an employee donating at this level.

### **1. With attendance at one or two performance events over a year's time, and the Passport membership pays for itself!**

- a. As an example, ticket prices to the Muse Machine's January musical are typically \$50 - \$60 per ticket. Members can purchase two tickets and get up to two free using the Passport, for a savings of at least \$100. At \$85, the Passport membership cost is less than the amount saved on that purchase!

- b. The Passport membership is considered an “intangible” benefit for IRS purposes, so the full donation amount is considered a charitable donation at tax time for those who itemize.
- c. We issue Passport cards to donors when they make their gift or pledge, even if payment on that pledge will come to us much later from your organization’s payroll department. Your employees will not have to wait to receive this benefit.

You can familiarize yourself more with the Passport membership and review our current discount partners at any time at [cultureworks.org](http://cultureworks.org). On this site, you can also find details regarding contact information and instructions for how each performance group handles sales of their discounted and free tickets.

### **A Few Extra Hints for a Successful Campaign**

- a. For online payroll deduction through the Culture Works website, contact Dorie Watts at [dwatts@cultureworks.org](mailto:dwatts@cultureworks.org) as soon as possible, so your company’s custom giving page can be set up when your campaign begins.
- b. When using paper pledge forms, please review each form to make sure they are complete—including amount, employee number (when required by the payroll department) and mailing address. The address is particularly important for donors over \$85.00 and anyone asking to be invoiced later since we mail Passport cards and invoices to home addresses. Making sure these forms are complete saves work for your Workplace Coordinator later.
- e. Enrollment in payroll deduction requires a contact in the HR or Payroll department to address issues or questions when the payments are dispersed to us from your payroll department.

For Questions about a workplace giving campaign, contact Curtis Bowman at [cbowman@cultureworks.org](mailto:cbowman@cultureworks.org)

For Questions about payroll deduction and Culture Works online giving pages, Contact Dorie Watts at [dwatts@cultureworks.org](mailto:dwatts@cultureworks.org)

Thank you for participating in the ***Campaign for the Arts!***