



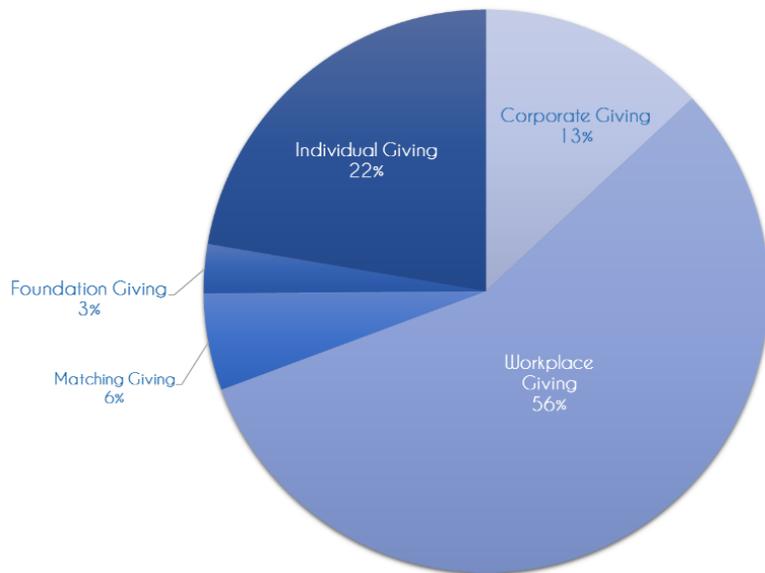
Culture Works Campaign for the Arts

Thank you for coordinating the Culture Works Campaign for the Arts at your organization! We are so appreciative of your commitment to supporting the amazing arts and culture organizations we have here in the Dayton Region.

Donations from the Culture Works campaign provide *general operating support* for many of the larger arts organizations you are probably familiar with, such as the Dayton Performing Arts Alliance (Dayton Ballet, Opera, and Philharmonic), the Human Race Theatre, Muse Machine and the Dayton Contemporary Dance Company. This support is so valuable because it helps these organizations pay utilities and rent, pay for computer support, buy office supplies, and pay for other critical support needs – which allows them to continue creating the outstanding performances we see all season. Campaign support also provides *community arts development grants* to smaller organizations such as the Kettering Children’s Choir, K12 Gallery, and Dayton Visual Arts Center.

Did you know that more than **half** of the support for grantee organizations each year comes from your efforts and Workplace Giving? We appreciate your commitment to supporting arts and culture in Dayton, and so do the arts organizations.

SOURCES OF SUPPORT FOR THE CAMPAIGN FOR THE ARTS



We truly could not do it without you!

Whether you are new to the Workplace Giving Coordinator role, or have been organizing your company campaign for many years, I thought it would be helpful to have a few resources available for your use to help support your campaign, as well as some ideas from very successful past campaigns. We have found that the campaign at each organization is just a little different. 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 donating!

Plan Your Successful Culture Works Campaign for the Arts!

1. Decide on a timeframe and length for your Campaign

As you consider your timeframe for this year, remember that your campaign does not have to run during the traditional Spring months. Last year, we ran successful campaigns throughout the year. Often, organizations with locations both in Dayton and Cincinnati will run their local campaign in tandem with their Cincinnati ArtsWave campaign. We can work around what is best for you!

The one thing to keep in mind is that the Culture Works fiscal year runs July 1 through June 30 each year. Any contributions from a workplace campaign that are donated during that period will be credited to that year. For that reason, it's best to avoid holding your campaign very late in June, since the processing of gifts takes a little time and we want to make sure gifts do not overlap from one fiscal year to another.

The length of time your 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 will receive from you as well as 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.

2. Enlist help!

Unless you have a very small office, enlisting an assistant or two or even a full committee is a big help. Working on the Campaign for the Arts builds teamwork and business skills and often is a rare opportunity for people from very different departments or areas of the organization to work together. One of our most successful workplace sites, Montgomery County, has a large Steering Committee with members involved from nearly every office location across the county.



The Montgomery County Check Presentation to Culture Works from their Campaign for the Arts in 2016

Be sure to let me know who is on your committee the names of those who are assisting you. I will include your group in my communications, and we definitely want to acknowledge their hard work and involvement at the end of our year during our Annual Meeting and in all campaign recognition.

We suggest you get your top management involved as soon as possible. Visible support from organization leaders is very important to the success of your campaign. Your company President/CEO or local top executive should be supportive and engaged. Sometimes, it just takes the commitment that he or she will send out a company-wide email or voice mail when the campaign begins, but it is wonderful when your leaders attend and participate in campaign events.



RTA Executive Director Mark Donaghy with Tracey Hanlin-Rohr and musicians Michael & Sandy Bashaw during RTA's Campaign for the Arts Pizza Party.



Martine Collier of Culture Works with Pam Rath, Senior Director of Communications, Clemens Ceipek, Global Products Officer and Alex Watson, Executive VP and COO at LexisNexis/RELX Group during their Campaign for the Arts Event.

3. Set a fundraising goal.

In the event you don't have information from your how much was raised at your organization's prior campaigns, I can provide you with that total as well as a list of donors from your company. Based on last year, and taking in account any changes within your company, it's a great idea to set a realistic goal so you and your committee have something to work toward.

4. Consider your methods to communicate about the Campaign to your employees.

For most organizations, the easiest communication tool is email. Think about if you have access to an email database company wide, and how to obtain that information through your Human Resource Department if you do not. We offer Culture Works PDF format flyers that can easily be emailed to your employee group as attachments. You can find these in the WPG Toolbox section on the footer of our website at cultureworks.org.

Some organizations, such as those in the retail or construction sector, do not have employees with daily email access. Consider enlisting support from management at each retail location or worksite during their weekly or monthly meetings. We can provide you with posters, video, and other support materials, and are happy to attend a meeting to speak about Culture Works to an employee group. We have found that it's very impactful for Culture Works to attend a large group meeting at your organization and give a very brief presentation to talk about the campaign and what this fundraising means to the arts. Premier Health, the largest of our workplace sites, invited us their monthly Management Forum meetings at each of their hospitals and corporate headquarters in 2016, and being able to speak directly with the employees was very successful for their campaign.

One communication method that has been helpful in many organizations is an email or letter about the campaign from the President or CEO's office. When a letter comes from the head of your company indicating his or her 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 under the WPG Toolbox at cultureworks.org.

5. Determine which methods of donating your organization will make available to your employees.

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

- a. Check
 - i. Paper Pledge Form
- b. Credit Card
 - i. Online via cultureworks.org
 - ii. Paper Pledge Form
- c. Payroll Deduction
 - i. Online via cultureworks.org
 - ii. Paper Pledge Form
- d. Pledges to be Invoiced at the donor's home address
 - i. Paper Pledge Form

Payroll Deduction is the most successful method of encouraging gifts to Culture Works – it's easier for an employee to pledge \$4.00 per pay for a year of pay periods than it is to make a single payment of over \$100. If your organization does not offer this method of donating to your employees, encourage them to strongly consider it. Culture Works can work with your Payroll Department with regard to payment timing, submission of payments, etc.

We now offer an online donation method for payroll deduction, and several of our larger organizations use it very successfully. There is a little more preparation prior to your campaign and some discussion needed about what information needs to be captured. This method works best if we have a direct contact in your Payroll Department to make sure we are providing the information to them in the format needed. Online payroll pledging made employee giving

easier for several organizations, and the coordinators really enjoyed having less paperwork and fewer checks and forms to keep track of in general.

We will also provide paper Pledge Forms for Payroll Deduction gifts which you can collect and turn in yourself (to Payroll and to Culture Works). This method has been tried and true for years and continues to work well for many companies.

Credit Card gifts can be processed both online and via paper Pledge Forms. Donors can give a single gift, or ask that their gift be taken in installment payments over a year's time or less. We encourage donors using a credit card to give online, rather than writing their credit card information down on a paper form. We keep all donations secure and private, but it is possible that pledge forms will be passed through many hands.

Both Check Gifts and Gifts to be Invoiced require a paper Pledge Form – these methods cannot be handled online at this time.

We occasionally receive cash gifts as part of Workplace Giving. Although we don't encourage this method, we can handle as needed. Our preference is that you change cash donations over to a company check, but we understand that it may be difficult for you to do so for small amounts.

6. Plan your incentives.

There are many people who donate to Culture Works purely to support the arts and culture community, but giving is definitely increased when incentives such as contest prizes or rewards are provided. The Passport Membership is a great incentive to talk about (more on that later), but you can also consider other ideas that directly reward people who donate. If you are fortunate enough to be provided with a company budget for your campaign from your organization, you can offer prizes such as gift cards, casual or jean days, tickets to Dayton Dragons games, paid days off, etc. Culture Works will provide you with performance vouchers for free tickets from our affiliated organizations such as the Dayton Performing Arts Alliance, Muse Machine, the Human Race Theatre, and the Dayton Contemporary Dance Company. You are free to use these ticket vouchers as you wish. Some workplace sites give them away to the "early-bird" donors, for example, while others put names for those who donate into a drawing and select winners daily or weekly. We also offer a few other incentive items such as t-shirts, water bottles, bags, etc., although we try to keep these items to a minimum. The cost of purchasing them each year directly reduces the amount of funds we can grant to the arts organizations.

Looking for other incentive ideas? Fifth Third Bank has been hugely successful with its "Angel Day of Giving." Employees who donate their "Fair Share" (determined by the company and based on pay rate) earn a free day off. DayMet Credit Union offers to reimburse any employee who donate at the Passport Level for half of their donation, making the \$85 Passport Membership donation for each DayMet 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.

7. Plan Campaign Activities

Campaign activities will vary widely depending on the culture of your company and whether everyone is located in the same place vs. many branch offices or worksites. Some company cultures frown on Ice Cream Socials or Chili Cook offs, while others promote group events like this as a wonderful way to spread information about the Campaign and encourage donations. “Jeans Day” and “Casual Day” are simple activities to undertake 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 Parking Spaces, days off, or donated items from vendors or corporate partners.

Some coordinators pick a theme for their campaign, which 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.

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 in 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 me know and we’ll be there.

A Word Regarding Performances at Your Organization:

If you have a common gathering place where many employees will be during the workday (such as an employee cafeteria or a meeting room), we can schedule a cultural performance on your Kick Off Day or another pre-arranged date. As examples, we have arranged for a single guitarist to play classical music in a lobby in the early morning as employees arrive, for a painter to create a painting on canvas during the entire workday in a cafeteria where people could check out his progress all day (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. Part of our mission is advocacy of and exposure to the arts, and we consider bringing in these performers part of our mission and a strong way to remind and encourage people to donate. These performers are paid by Culture Works.



Artist Mike Elsass at LexisNexis/RELX Group



A Musical Duet at Premier Health’s Headquarters



A LexisNexis Employee and her Art Show Entry

We have found that involving your own employees in performing for their peers is even more engaging in the workplace than when Culture Works brings in performers. People love to see someone they work with singing, or the daughter of their coworker dancing in a dance troupe in the company auditorium or cafeteria.

Some organizations have held art shows that allowed employees to exhibit their own artwork. You probably have someone within your employee ranks who is very talented – the Campaign kickoff is an ideal event to let them “show their stuff!”

8. Order Campaign Materials from Culture Works or Create Your Own Materials

Culture Works can provide you with 11x17 color posters for bulletin boards and hallways throughout your organization. We also will provide you with a current copy of the Passport Flyer, which shows the current season of Passport eligible performances along with the many restaurant and admission discounts.



Our paper Pledge Forms are three part forms for you to use with those employees who do not wish to donate online, or if your organization has opted out of offering online donation altogether. One copy is for the employee to keep, one copy is for you or your Payroll Department, and the top (white) copy goes to Culture Works.

We also have large stand-alone banners, professionally printed in full color, that work well for you to set out in a lobby or elevator area to remind people that the Campaign is happening. They feature bright colors and photos of performing groups and art partners, and are a great visual. Let us know if you would like us to deliver and set these banners up for you - for a special event, or for the entire campaign period.

If you would like to create your own, personalized support materials, you can find downloadable versions of the Culture Works logos (updated in 2013) as well as information about their approved use in our Style Guide at cultureworks.org.

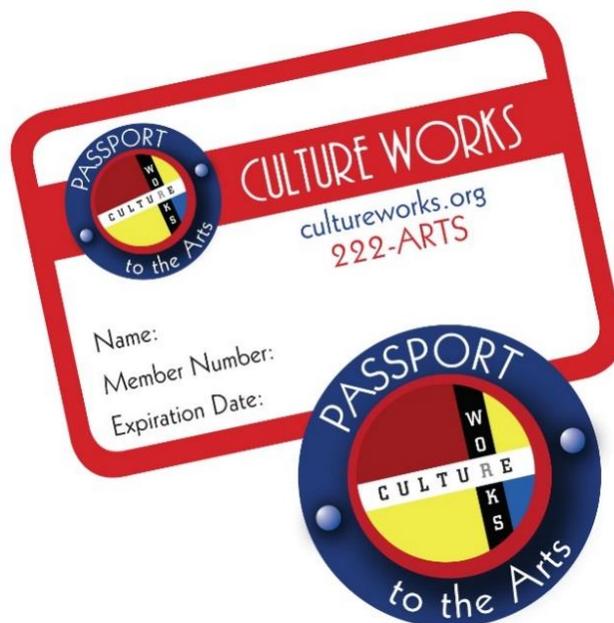
9. Learn About Passport Membership and Promote It in Your Workplace

The Passport Membership is the single most successful incentive that Culture Works offers to encourage giving in the workplace. For a minimum gift or pledge of \$85, donors will receive two copies of a card in the mail that entitles them to a full year of Passport benefits. The most recognized benefit is Buy One – Get One FREE ticketing opportunities for performance groups such as the Dayton Ballet and Philharmonic, the Human Race Theatre Company, the Dayton Contemporary Dance Company, etc., but Passport Membership also provides dining discounts at great locally owned restaurants such as the Meadowlark, Wheat Penny, and Salar, and admission discounts to Dayton Art Institute special exhibits, The Boonshoft Museum, Aullwood Audubon Center & Farm, and more. If your payroll period is 26 pays over a year, which is fairly common, the cost of Passport Membership is only \$3.27 per paycheck.

We will provide you with a copy of the Passport Card for you to show your employees as you talk about Passport Membership benefits.

Even if someone will only attend one or two events over a year's time, the Passport Membership pays for itself. As an example, ticket prices to the Muse Machine's January musical are usually \$50 - \$60 per ticket. Members could purchase two and get up to two free using the Passport Card, for a savings of at least \$100. At \$85, the Passport membership cost less than the amount saved on that purchase! The Passport Membership is considered an "intangible" benefit for IRS purposes, so the full donation amount is considered a charitable donation at tax time.

You can familiarize yourself more with the Passport Membership and review our current discount partners at any time at cultureworks.org. On our 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

- If you are interested in utilizing online payroll deduction through the Culture Works website, let me know as soon as possible. Your organization's custom online page(s) will be created by Culture Works, and it takes some time to make sure we capture all the information your company payroll department needs.
- If your organization is using paper Pledge Forms, please be sure they are filled out completely by each donor and that name and mailing address are legible. There have been instances where a donor left the donation amount blank, or did not include his employee number when required by the Payroll Department to allow payroll deduction donations. A complete mailing address is really important, especially for donors over \$85.00, and anyone asking to be invoiced later – since we mail Passport Cards and invoices to home addresses. If this information isn't complete, it means more work for you later – since we have to contact you to find out the correct information before we can book the pledge in our system.
- If your organization permits Payroll Deduction, please provide the name and contact information for the person in your Payroll Department who will handle the information. Questions will often arise during the year when the payments are coming to us from your Payroll Department, and we'd prefer to avoid bothering you as a go-between. These questions can probably be addressed by that department fairly quickly.

We couldn't do it without you.



Thank you for your work on this year's Campaign for the Arts! We're really looking forward to your Workplace Campaign!

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