



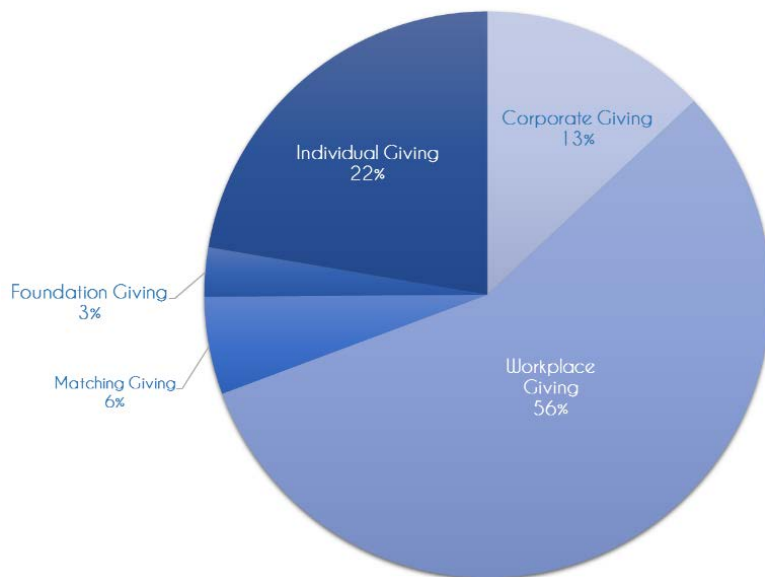
Culture Works Workplace Campaign for the Arts

Thank you for participating in 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 for the Arts provide *general operating support* for many of the larger arts organizations you probably know: the Dayton Performing Arts Alliance (Dayton Ballet, Opera, and Philharmonic), The Human Race Theatre Company, Muse Machine, The Dayton Art Institute, Discover Classical Radio WDPH/WDPG, 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 cover the cost of other critical support needs – which allows them to continue creating the outstanding performances the community enjoys all season. Campaign support also provides *community arts development grants* to smaller organizations such as the Kettering Children's Choir, K12 Gallery & TEJAS, and the Dayton Visual Arts Center.

Did you know that more than **half** of the support for grantee organizations each year comes from Workplace Giving efforts at more than sixty organizations in the region? 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 your organization is new to Workplace Giving or has been participating for many years, there are resources included or mentioned in this booklet that can help support the success of your Workplace Campaign. We have also included ideas from very successful past campaigns. We have found that each Workplace Campaign 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 giving!

Plan Your Successful Culture Works Campaign for the Arts!

1. Select a Workplace Campaign Coordinator and/or Campaign Committee

Think carefully and strategically about choosing your Workplace Coordinator. This person (or team) will spearhead and advocate for the Campaign for the Arts in your organization. This role is an ideal development opportunity for a rising star in your company who will value being able to network within a variety of departments and management levels and who can successfully set and achieve goals. Ideally, the person (or team) you choose will have some passion for and interest in the arts community, either as a participant or patron, and will donate to the campaign themselves. It's difficult for your workplace champions to convince others to give if they have not supported the campaign themselves. Workplace campaigns where the coordinator role has been assigned randomly or is changed each year have not been successful.

Unless you have a very small office, enlisting an assistant or two for your Workplace Coordinator - or even a full committee - is a big help. Working on the Campaign for the Arts builds teamwork and business skills and offers the 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.



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

2. Obtain Top Management's Support for the Campaign

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 several company-wide emails or a voicemail when your campaign begins, but it is especially effective when your leaders attend and participate in campaign events. At LexisNexis, Executive VP Alex Watson has participated in their company karaoke contest. Joe Tuss, the County Administrator for Montgomery County, regularly performs with his guitar and fellow musicians at workplace events in the County Administration Building. Other leaders simply make a point of showing up at company events hosted by their organization's Campaign Committee.



City of Dayton Deputy City Manager Joe Parlette with Workplace Coordinators MaryAgnes Mikalauskas and Katy Branson at City Hall



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. Decide on a Timeframe and Length for Your Campaign for the Arts

As you consider your campaign timeframe, remember that your campaign is not required to run during the traditional spring campaign months. We have held successful campaigns in both late summer and fall. Often, organizations with locations in both Dayton and Cincinnati will run their local campaign in tandem with their Cincinnati ArtsWave campaign. We have also held a combined campaign with the United Way within a few organizations. 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. 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 gift processing does not overlap from one fiscal year to another.

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

In the event you don't have historic information regarding how much support was raised at your organization's campaign over the last few years, I can provide you with that total as well as a list of donors from your company. Based on your organization's fundraising performance last year, and taking into account any changes within your company, it's a great idea to set a realistic goal for your coordinator and their committee or assistants.

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

For most organizations, the easiest communication tool is email. Consider whether your campaign team has access to a company-wide email database, and how they can obtain that information through your human resource department if not. We can provide Culture Works PDF format flyers that easily can be emailed to your employee group as attachments. These and many other campaign support materials are found in the WPG Toolbox section on the footer of our website at cultureworks.org.

The email communication method is a dual-edged sword, however. The high number of internal emails employees receive on a daily basis means that it's fairly easy to miss or ignore workplace campaign notifications. We encourage frequent reminders and personal emails rather than mass communications whenever possible. Several organizations have been very successful with a pre-campaign email to each donor from the prior year reminding them of their gift amount and asking if they will consider renewing or increasing their gift when the campaign kicks off. We can provide you with the giving history for donors in your organization.

We know that organizations such as those in the retail or construction sector have employees who often do not have daily email access. If your organization is similar, consider enlisting support from management at each retail location or worksite during their weekly or 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. 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 about the campaign and what this fundraising means to the arts. Premier Health, the largest of our workplace sites, invited us to their monthly Management Forum meetings at each of their hospitals and corporate headquarters in 2016. Allowing us to present directly to Premier employees about why their support is so important was very helpful to their campaign.

One communication method that has been helpful in many organizations is creating an email or letter about the campaign from the President or CEO's office. When communication 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 in the WPG Toolbox at 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:

- a. Check
 - i. Paper pledge form
- b. Credit card (single gift or installment payments over up to 12 months)
 - 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 naturally more attractive for an employee to pledge \$4.00 per pay over a year of pay periods than it is to make a single payment of over \$100, for example. If your organization does not offer this method of donating to your employees, strongly encourage them to 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 your coordinator or committee can collect and turn in (to your payroll department 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 monthly 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.

Gifts in the form of a personal check 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 your coordinator change cash donations over to a company check, but we understand that it may be difficult for them to do so for small amounts.

7. Plan Your Campaign Incentives

There are many employees who donate to Culture Works purely to support our arts and culture community, but we find that giving is increased when incentives such as contest prizes or rewards are provided. The Passport to the Arts membership is a great incentive to promote (more on that later), but you can also consider other ideas such as drawings/raffles that directly reward people who support 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 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 Company, the Springfield Symphony Orchestra, 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 of those who donate into a drawing and select winners daily or weekly. We also offer a limited amount of Culture Works-branded incentive items such as t-shirts, mouse pads, bags, etc., although we try to keep these items to a minimum due to cost.

Looking for other incentive ideas? Fifth Third Bank has been hugely successful with its "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. DayMet Credit Union 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 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.

8. Plan Campaign Activities

Campaign 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. Some company cultures frown on ice cream socials or chili cook-offs, while others promote such group events as a wonderful way to spread information about the campaign, encourage support, and increase workplace camaraderie. "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.

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.

Performers and Artists 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 campaign kickoff day or on another pre-arranged date. 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. Part of our organization's 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



Dan Duncan and Sarah Robertson at Premier Health



Harpist Stephanie Llacuna at Dayton Children's



Guitarist David Baugham at Sibcy Cline Realtors



Employee Art at LexisNexis

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 workplace campaign is an ideal event to let them “show their stuff!”

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

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

We can provide colorful tri-fold brochures to have available at your organization's campaign events and performances.

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.



We can also 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. We have created a new Campaign for the Arts video, one minute in length, that you can share on your company's intranet where your campaign will be promoted or as a link within your organization's e-newsletter.

If your coordinator or committee would like to create their own personalized support materials, downloadable versions of the Culture Works logos as well as information about their approved use can be found in our Style Guide in the Workplace Giving Toolbox at cultureworks.org.

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

The Passport to the Arts is the single most successful incentive that Culture Works offers to encourage giving in the workplace. Many employees are what we call “transactional” donors and are attracted to receiving a generous benefit in return for their gift or pledge. For a minimum gift or pledge of \$85, your employees 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 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 The Dayton Art Institute special exhibits, the Boonshoft Museum, Aullwood Audubon Center & Farm, and more. If your organization’s payroll schedule is 26 pays 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.

Even if an employee 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 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! 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.

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. 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

- If your organization is 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 a little time to make sure we capture all the information your payroll department needs.
- If your organization is using paper pledge forms, please ask your coordinator and committee to ensure that they are filled out completely by each donor and that the name and mailing address are legible. There have been instances where a donor left the donation amount blank or did not include his or her employee number when required by the payroll department to allow payroll deduction donations. A complete mailing address is very important, particularly 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 your Workplace Coordinator later. We will have to contact them to find out the correct information before we can book the pledge in our system.
- If your organization permits payroll deduction, we will ask for the name and contact information for the person in your organization's HR or payroll department who will manage the pledge deductions. Questions will often arise during the year when the payments are dispersed to us from your payroll department, and we'd prefer to avoid having to bother your coordinator or committee members as a go-between. These questions can probably be addressed by the payroll or HR department fairly quickly.

Thank you again for participating in this year's Campaign for the Arts! We're really looking forward to your successful workplace campaign!



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