

# Workplace Giving Campaign

## Email Templates

Please feel free to tailor these templates to reflect you and your company's voice!

### FROM THE WORKPLACE COORDINATOR TO INTRODUCE THE CAMPAIGN

#### EMAIL

From the Workplace Coordinator  
Hello!

Are you familiar with Culture Works? Culture Works is the regional non-profit arts agency that provides a unified voice for many of our community's cultural organizations and activities. Their programs and initiatives transform the lives of citizens in our entire geographic region and help support the mission of building healthy, thriving communities.

That's why our employees take part in the Culture Works **Campaign for the Arts** each year. When you give to Culture Works, you not only support local arts organizations that make Dayton an amazing place to live and work, but you also become a part of a vibrant and thriving arts community that enriches our lives.

I proudly support the arts in my community and encourage you to do the same. Throughout the campaign, you'll receive emails with links to videos that further explain Culture Works' mission to inspire, support, and sustain arts and culture in the Dayton region. Every contribution, regardless of size, is not just an investment in our arts and culture; it's an investment in the future.

If you have questions about why I give or what Culture Works is all about, please contact me. Your potential support means a lot to us, and we are here to help you understand the impact of your contribution.

Sincerely,

Campaign for the Arts Workplace Coordinator

### INTRODUCING THE CAMPAIGN FOR THE ARTS CO-CHAIRS

#### EMAIL

This year's **Campaign for the Arts** Co-Chairs are two Dayton gems! Local artist and a leading advocate for diversity, in both the arts and in our community, **Willis "Bing" Davis** and **Rodney Veal**, an interdisciplinary artist and choreographer and host of the ThinkTV's Emmy-winning "The Art Show." Both men are Dayton natives and believe that strong support for the arts is vital not only to the cultural growth of the region, but the economy as well.

“It is important for people to support the arts in Dayton. Arts experiences provide a quality of life that cannot be added any other way. Contributing to the arts is one of the most effective ways to enhance the lives of all people and enhance their quality of life. There is no better feeling when we contribute to something so worthwhile – art, music, dance, drama, creative writing, spoken word, the list goes on.” -Bing Davis, Co- Chair 2023-2024 Campaign for the Arts

“Culture Works serves as a protector of our community’s arts ecosystem by ensuring that general operating funds are available to creative individuals and arts organizations that want to enhance their creativity. Funds from the **Campaign for the Arts** allow Miami Valley artists to focus on making art and support Miami Valley resident's access to arts experiences. The Dayton region shares and includes many wonderful people from a wide range of backgrounds. Culture Works grants provide an equitable way for all voices to be heard and everyone’s creativity to be experienced, making our colorful community even more special.”- Rodney Veal, Co-Chair, 2023-2024 Campaign for the Arts

Don’t forget! A gift- no matter how large or small- to Culture Works is tax-deductible. An **\$85 contribution** to Culture Works *-just \$4.47 for 19 pay periods-* provides a one-year membership in the Passport to the Arts program, where you and a friend can attend select arts performances each year at half the cost. With valuable added discounts from restaurants, museums, and retailers, purchasing a Passport for the Arts is an economical way to celebrate the best arts experiences Dayton has to offer.

Stay tuned for more **Workplace Giving Campaign for the Arts** information!

## WHO CULTURE WORKS SUPPORTS

### EMAIL

Culture Works' mission is to provide crucial funding to support and sustain the arts and culture in the region. The funds raised through the **Workplace Giving Campaign for the Arts** play a significant role in offering general operating support to area arts organizations, directly changing the vibrancy and diversity of our cultural landscape.

**Why operating support?** It's simple-operating funds are the lifeblood of our arts organizations. While most foundations, corporations, and donors choose to fund programs, performances, and production costs, operating funds cover the essential day-to-day expenses that keep our arts groups running, allowing them to focus on creating the programs and productions our communities enjoy.

Who receives Culture Works funding? By contributing to the **Campaign for the Arts**, you provide support for many of Miami Valley's vital and historic art groups. In 2023, Culture Works awarded grants to the **Bach Society of Dayton, The Contemporary Dayton, Dayton Art Institute, Dayton Contemporary Dance Company (DCDC), the Dayton Performing Arts Alliance (Dayton Ballet, Dayton Opera, Dayton Philharmonic), Discover Classical (WDPR), The Human Race Theatre Company, K12 Gallery & TEJAS, Muse Machine and, the Springfield Symphony Orchestra.**

Contributing to the **Workplace Giving Campaign for the Arts** is a convenient way to support multiple organizations simultaneously. Plus, with a gift of **\$85** or more, you'll receive a Culture Works Passport to the Arts! You'll have a passport that provides a Buy One, Get One Free ticket for select performances throughout the Miami Valley and exclusive discounts to many of the best restaurants and retailers in the area.

## WHY GIVE TO CULTURE WORKS

### EMAIL:

Culture Works helps our arts groups transform lives through arts and cultural activities. Established in 1974 as a Performing Arts Fund, the group's main mission was to help three of Dayton's oldest arts organizations, the Dayton Ballet, Dayton Opera, and Dayton Philharmonic. As Dayton and its art community grew, the Performing Arts Fund grew, expanding its services to other regional arts organizations and becoming ArtsDayton in 1989. In 1993, the Miami Valley Arts Fund and ArtsDayton merged to create Culture Works, broadening the scope of services and the organization's geographic reach. **Today, Culture Works is celebrating its 50th anniversary as a united arts fund.**

Contributing to Culture Works' **Workplace Giving Campaign for the Arts** is a convenient way to support multiple organizations simultaneously. Last year, Culture Works' funding made it possible for:

- 168,505 adults to enjoy performances, exhibitions, and other activities.
- 371,409 young people participated in cultural activities and events.
- \$239M impact on our region

Your donation to the **Campaign for the Arts** allows us to continue to support arts groups with much-needed general operating support so they can focus on producing and presenting arts experiences in our communities. Plus, with a gift of **\$85** or more, you'll receive a Culture Works Passport to the Arts! You'll have a passport that provides a Buy One, Get One Free ticket for select performances throughout the Miami Valley and exclusive discounts to many of the best restaurants and retailers in the area.

Please consider donating to Culture Works. You can spread your contribution throughout the year via your work's payroll deduction program or give a lump sum. However you support Culture Works, you can be assured you are making a difference in the lives of people in our community.

## ECONOMIC IMPACT

### EMAIL

By now, you are familiar with Culture Works' mission and what groups receive help from the **Workplace Giving Campaign for the Arts**. You know that donations through the Campaign help our region's arts organizations with general operating support, which allows artists to create freely and produce art experiences for more than half a million people. These arts experiences enrich our community's lives, and the economic impact on the region is extraordinary.

Last year, Miami Valley's arts and cultural groups had an economic impact that generated more than **\$239 million** in economic activity, **4,490 full-time** equivalent jobs, **\$154 million** in resident household income, and **\$43 million** in local, state, and federal revenue.

Remember, your contribution to the **Campaign for the Arts** is not just a personal act of generosity. It's a *collective effort* that enables Culture Works to continue to influence our region's prosperity, both artistically and economically. A contribution to Culture Works isn't just an investment in arts and culture. It's an investment in the future of our region.

## CULTURE WORKS PASSPORT TO THE ARTS/NO DONATION TOO SMALL

### EMAIL

The heart of the Culture Works **Workplace Giving Campaign for the Arts** includes support from individuals like you. Your gift to Culture Works is tax-deductible and offers an economical way to celebrate the best arts experiences Dayton has to offer. An **\$85 contribution** to Culture Works *-just \$4.47 for 19 pay periods-* provides a one-year membership in the Passport to the Arts program, where you and a friend can attend select arts performances each year at half the cost. You also receive valuable added discounts from restaurants, museums, and retailers. The more you use it, the more you save and the more impact you create.

Every donation, big or small, is welcome and impactful. Your contribution, no matter the size, helps us to continue supporting the arts in our community. Culture Works has multiple donor levels that not only include the Passport to the Arts, but also invitations to VIP events and exhibitions, artist meet and greets, and fantastic swag featuring original works from local artists.