**Workplace Giving Campaign**

**Email Templates**

Please tailor these templates to reflect your own and your company’s voice!

**FROM THE WORKPLACE COORDINATOR TO INTRODUCE THE CAMPAIGN**

EMAIL

From the Workplace Coordinator

Dear Team,

**<<Company Name>>** believes in supporting our community. One way we do that is to facilitate your charitable contributions through workplace giving and payroll deduction. Culture Works, our United Arts Fund and Local Arts Agency, is running their annual ***Campaign for the Arts***now, and you can elect to support the arts in our community by choosing Culture Works on our charitable giving page.

As part of the ***Campaign for the Arts***, Culture Works offers incentives to donors such as drawings for various prizes and a Culture Works membership (for a contribution of $85 or more) which includes the Passport for the Arts. A Culture Works Passport features Buy One Get One ticket offers and discounts at arts organizations, restaurants and retail outlets across our region. In addition, your membership includes subscription to Culture Works Passport digital eblasts the list upcoming Passport offers, invitations to VIP events, advance event ticket sales and other opportunities.

**<<Company Name>>** hosts a Culture Works campaign because it brings the arts into our workplace, offers engaging and fun activities to support our company culture, and supports charitable giving. This year, Culture Works’ campaign theme is “**Unlock the Power of the Arts**.” When you make a gift to Culture Works, you not only get a Passport to engaging in the arts yourself, but you also **Unlock the Power of the Arts** to impact our community, keeping Dayton an amazing place to live and work, with a vibrant and thriving arts community that enriches our lives.

Throughout the campaign, you'll receive emails with links to videos that show Culture Works' impact, and how your contribution supports their 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. I am working with Culture Works to make your campaign experience fun and easy. Reach out if you have any questions.

Campaign for the Arts Workplace Coordinator

P.S. Research clearly demonstrates that engagement with the arts results in better academic performance by students, better outcomes for those struggling with mental health issues from depression to PTSD, and stronger economic performance across all sectors.- Give Today

**THE POWER OF YOUR GIFT**

EMAIL

**Why contribute to Culture Works?**

Culture Works is your arts service organization: founded by our community, serving our community. Funds raised through the ***Campaign for the Arts*** are distributed through Community Arts Grants to arts organizations in our region. These grants are reviewed and awarded by panels of community members. *Community Funding: Community Voices.*

**Community Benefit: Funding**

TheCulture Works’ ***Campaign for the Arts*** ***unlocks the power of the arts*** in our community by pairing your donation with that of others in providing operating support Community Arts to arts organizations in our region.

In 2024, **The** **Bach Society of Dayton, The Contemporary Dayton, The Dayton Art Institute, The 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** all received funding through Culture Works’ Community Arts Grants program.

**Why operating support?** Operating funds are the lifeblood of our arts organizations. These funds cover necessary and unglamorous costs, essential day-to-day expenses that may not be covered by other kinds of funding. Many foundations, corporations, and donors choose to fund programs, performances, and production costs, but operating fund grants are hard to find.

**Community Benefit: Advocacy**

Funds contributed to Culture Works through the ***Campaign for the Arts*** also support Culture Works advocacy. Culture Works promotes the arts and the benefits of arts investment throughout the community and with local, state, and national government. This advocacy has secured funding and program opportunities for our regional arts eco-system.

**Personal Benefit**

When you contribute $85 or more to the **Campaign for the Arts** you become a Culture Works member. You receive a Culture Works Passport to the Arts that provides Buy One, Get One Free ticket offers for select performances throughout the Miami Valley and exclusive discounts to many of the best restaurants and retailers in the area. You also receive the Culture Works e-blast newsletter 26 times a year, full of updated Passport offers and listings of upcoming events.

**What is CULTURE WORKS?**

EMAIL:

Culture Works is **your** Arts Service Organization. Founded in 1974 by citizens concerned about the future of the arts, our mission was to raise monies for arts organizations. In the beginning, funds were awarded to the Dayton Ballet, Dayton Opera, and Dayton Philharmonic. Within a few years, more organizations were added, and the organization rebranded to ArtsDayton.

In the 1990’s, a community survey sponsored by Montgomery County and led by a specialist consulting firm, determined that the United Arts Fund, ArtsDayton, and the Local Arts Agency, the Miami Valley Arts Council, should be merged to form one organization. This merger broadened the scope of our services and expanded our geographic service area. Culture Works is one of only 28 arts agencies nationwide that is both an United Arts Fund and a designated Local Arts Agency.

**<<Company Name>>** runs the annual ***Campaign for the Arts*** to honor our founding mission **“**to provide financial support for arts organizations.” Last year, ***Campaign for the Arts*** funded Community Arts Grants enabled:

* 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 ***Campaign for the Arts*** donation provides much-needed general operating support for our regional arts organizations, so that our community can continue to enjoy unique, live, locally produced arts experiences and programming.

A ***Campaign for the Arts*** donation of **$85** or more entitles you to Culture Works membership. As a Culture Works’ member, you'll receive a Culture Works *Passport to the Arts* that provides Buy One, Get One Free ticket offers for select performances throughout the Miami Valley and exclusive discounts to restaurants and retailers in the area. You’ll also receive a subscription to Culture Works Passport e-blasts full of information about upcoming events and Passport offers.

Help Culture Works ***unlock the power of the arts*** by contributing today***.*** There are many ways to donate—by check, by credit card, online, over the phone, in a lump sum, or in scheduled payments. **<<Company Name>> is** a Culture Works community partner, so you can contribute via payroll deduction program. Your gift to Culture Works helps ***unlock the power of the arts***, making a difference in the lives of people in our community.

**ECONOMIC IMPACT**

EMAIL

I’ve shared Culture Works' mission and the history of ***Campaign for the Arts****.* You know that your donation provides general operating support for our regional arts organizations, funding unique, live, locally produced arts experiences and programming.

But did you know that your donation helps grow a healthy economy? Last year, Miami Valley's arts and cultural groups 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.

Your contribution to the ***Campaign for the Arts*** is more than a personal act of generosity. You are joining a community investment in our region's prosperity, both artistically and economically. Your participation is the key to unlocking the power of the arts!

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

EMAIL

**Every donation, big or small, is welcome and impactful.**

Culture Works offers donor benefits to show our gratitude for your arts investment. An **$85 contribution** to Culture Works -just $4.47 for 19 pay periods through your company’s payroll deduction plan--- provides a one-year Culture Works membership.

Culture Works members receive a Passport to the Arts, where you and a friend can attend select arts performances each year at half the cost. The Passport also offers discounts from participating restaurants, museums, and retailers.

As a Culture Works member, you’ll receive a subscription to our members e-blast digital update, sent 26 times a year directly to your email with news about upcoming Passport offers, invitations to VIP events and exhibitions, artist meet and greets, and swag featuring original works from local artists.

Culture Works is a 501 ©3 non-profit organization and your donation is tax-deductible. ***Campaign for the Arts*** support from individuals like you has been a regional, annual effort for more than 50 years.