**Kick-Off Message**

**Subject: Our arts community needs you!**

**The Arts are vital to our community.**

Arts organizations are being hit hard by the COVID-19 crisis as bans on mass gatherings are implemented. The arts, by their very nature, bring people together for shared experiences, for inspiration, for provocation, for laughter. All things that are necessary in a crisis like this. Our theaters, concert halls and museums being closed is a stark reminder of the reality we’re facing. It also presents a potentially devastating challenge for our arts organizations.

The arts depend on two primary revenue sources. Earned income from operations like ticket sales, tours and school contracts represents about 50-60% of most budgets and the *losses incurred from this crisis will likely not be recovered*. Contributions from people like you and me make up the other half, with the ArtsWave Campaign comprising a substantial amount. This makes **your support of ArtsWave more important than ever as we help over 100 local organizations make up for the half of their budgets that are in jeopardy.**

When this crisis passes, and theaters, concert halls and galleries are filled, when neighborhood festivals celebrate and when our schools reopen, your gift will have ensured the arts continue to have a strong foundation in our community.

Please consider making a gift to the ArtsWave campaign today.

Sincerely,

XXXXXXXX

**Reminder emails**

**Subject: Our community needs you!**

**The arts are an integral part of our community.**

While public events are currently canceled in response to the COVID-19 crisis, they will resume in time and our arts organizations will need our support more than ever.

Your gift to ArtsWave supports over 100 organizations with grants and services that are extremely important now due to the loss of most of their earned income. Thanks to ArtsWave and your gift, more than 1 million individuals have access to free/low-cost arts activities and kids across our region benefit from 400,000+ arts experiences each year.

**Make a gift to ArtsWave today and ensure the region’s arts continue to enliven our neighborhoods.**

**Subject: Our community needs you!**

This is a moment to take good care of ourselves and our community. The arts sector is one of many that is feeling the impact of COVID-19 and has closed its doors as a precautionary measure. Now, more than ever, the Cincinnati region's arts are in need of your support.

The ArtsWave Community Campaign is the largest single source of annual funding for arts in Greater Cincinnati. Together, we can ensure the arts continue to create a strong foundation in our community once their doors reopen. Please consider making a gift to the ArtsWave campaign today.