

Want to engage young professionals in your ArtsWave Campaign but not sure where to start? Follow the checklist and sample timeline template below! All the materials, templates, forms and documents mentioned can be found at artswave.org/artswaveyp/resources

1 – 2 Weeks Before Campaign

- Connect with your ArtsWave YP representative to strategize and ask questions!
- Create a distribution list of potential YP donors to whom you can send communications
- Prepare messaging – emails, intranet, bulletins, etc. Use materials in the [YP Resource Center](#) as a basis
- Remember that employees must **CHECK THE YOUNG PROFESSIONALS BOX** when making their gift to count as a YP donor. Remind them in your messaging!
- Consider scheduling [guest speakers](#) or [artists/entertainment](#)
- Request an [ArtsWave Trivia](#) or [ArtsWave Puzzle Crawl](#) session to combine arts with games!
- Review upcoming [events](#) from ArtsWave YP and/or our ArtsWave YP grant recipient organizations – get a group together from your workplace to attend!
- Brainstorm themes and event ideas to plan something on your own – happy hours, potlucks, tours at an art organization, etc.
- Get Leadership on board by having them send a message out specifically to encourage YP giving



During Your Campaign

- Send messages, post reminders, etc. - remind YPs to **CHECK THE YP BOX** when making their gifts
- Host any internal engagement events and/or attend external ArtsWave YP events
- Check in with your ArtsWave YP contact if you have questions or to check progress!

After Campaign

- Connect with your ArtsWave YP representative to get your results on number of YP donors and dollars!
- If desired, consider sending a final reminder/push to YP employees
- Share your results within your YP work groups!

