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Funding Arts. Fueling Community.

# stronger arts for a stronger region

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**COORDINATOR  
HANDBOOK 2024**

# HELLO!

## Index

- 1 Welcome
- 2 Your Role
- 3 What Do I Need
- 4 Benefits/Incentives
- 5 Running My Campaign
- 6 Sample Timeline
- 7 Event/Theme Ideas
- 8 Hybrid Resources
- 9 Affinity Groups
- 11 Events and Initiatives



## Where to Begin...

### Welcome!

To start off, we want to extend a huge THANK YOU! The majority of funds raised in the annual ArtsWave campaign come from individual employees within our partner companies' workplace campaigns. As the person leading the charge in those workplace efforts, you are therefore the most important advocates and volunteers we have – literally!

The good news is that we are here to help you every step of the way. Whether you are a veteran campaign coordinator with years of experience or brand new to ArtsWave, this handbook provides you with all the resources you will need to run a successful campaign.

But first, a bit of background...

## What is ArtsWave?

**For nearly 100 years**, ArtsWave has been the primary way we fund the arts in Cincinnati, and the future of our arts landscape depends on all of us investing today.

The arts are what power our region and make it strong, creating a vibrant and connected community. Studies show that the arts **create opportunities** for youth, **bridge cultural divides**, build **strong relationships**, and provide a **competitive advantage** for their cities.

This is especially true for Cincinnati. In fact, for the third year in a row we have been named a **top 20 arts-vibrant community**, noted for our dynamic cultural institutions and public art.

So where does ArtsWave come in? Well as mentioned above, we have been in the business of funding our region's arts for almost 100 years. The **\$350+ million we've invested since 1927** has created a lasting foundation for our arts to thrive.

Each year the money we raise is invested in **150+ organizations, artists and projects**, which together create thousands of concerts, shows, exhibitions, arts education programs, public art installations, festivals, events like BLINK® and more. Special initiatives like **"More Arts, More Kids"** provide annual arts field trips for all 1st-6th graders in Cincinnati Public Schools. And our ArtsWave-funded organizations provide free or low-cost events in neighborhoods across our city, attended by **2.3 million people** last year alone.

**A gift to ArtsWave ripples out across our communities**, and with the collective action of 25,000+ across the region, creates a more vibrant future for everyone.



## What is an Employee Campaign Coordinator and what does one do?

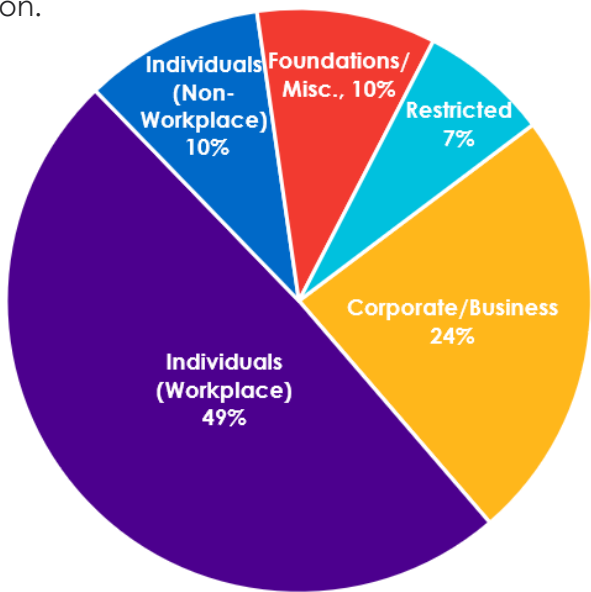
An Employee Campaign Coordinator is an employee (or team of employees), designated by a company to lead the planning and execution of an ArtsWave Workplace Campaign. (this is YOU ...thank you!) You are equal parts creative force, logistics planner, cheerleader, sales chief and more.

## What is a Workplace Campaign?

A Workplace Campaign is an annual fund drive conducted at your company or organization that offers the chance for employees to support 150+ arts organizations and projects across 15 counties that make up Greater Cincinnati. The campaign consists of a series of events, communications, entertainment and experiences to illuminate the impact that a gift to ArtsWave creates in the region.

## Why are Coordinators and Workplace Campaigns important?

ArtsWave relies on the amazing generosity of Greater Cincinnati to support more than 150 projects and cultural organizations. As stated in the introduction, the bulk of what we bring in comes from employee workplace campaigns (graph on the right). You and your coworkers' gifts are an important part of how ArtsWave helps to create a more connected community and a more vibrant economy.



## How does ArtsWave staff help?

We are your sounding board, advisor, logistics coordinator, collaborator, scheduler and more. Use your ArtsWave representative for anything and everything you need, it's literally our job to help you create a successful, fun and rewarding campaign!

## ARTSWAVE CAMPAIGN TEAM:

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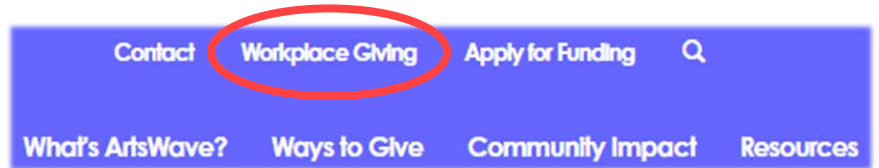


# WHAT DO I NEED?

## Website

Everything you need to run a successful campaign (other than your amazing creativity!) can be found online. Visit [artswave.org/workplace-giving](https://artswave.org/workplace-giving) or just click on the **Workplace Giving** tab on our homepage, then explore using the navigation pane on the left-hand side. You'll find...

- Email and Letter Templates
- Campaign Marketing Collateral
- Presentation Templates
- Campaign Supplies
- Speaker and Artist Request Forms
- Campaign Activities (like ArtsWave Trivia and the ArtsWave Puzzle Crawl)
- Campaign Video Library... and so much more!



You can also be sure to sign up for our newsletter Arts All Around at [artswave.org/artsnews](https://artswave.org/artsnews) to stay up-to-date on local arts events and news!



## In-person, Virtual & Hybrid Campaigns

Employees at many workplaces have returned to the office. Others are following a hybrid model. And others are still working completely remote. Don't worry though, whatever office model you are using, we have lots of ideas to keep your coworkers engaged both on and off-site, just visit our website [artswave.org/workplace-giving](https://artswave.org/workplace-giving).

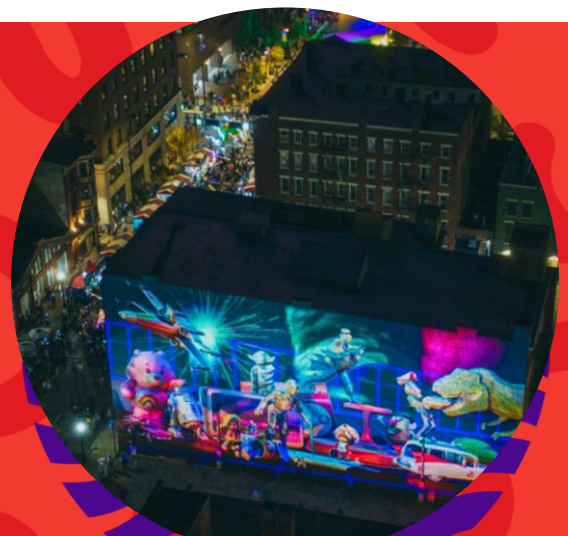
## Campaign Supplies

To tell your coworkers about the amazing impact the arts have in Greater Cincinnati, you'll need materials (posters, brochures, etc.). All you need to do is find out the number of employees at your company, then visit [artswave.org/supplies](https://artswave.org/supplies), complete the form and in about a week the materials will come directly to you! Included in your materials will be a Campaign Kit with helpful information and reminders regarding your campaign. If your campaign is virtual, we have digital versions of all campaign materials – pledge cards, brochures, posters and more, all available on our website in the workplace campaign toolkit.

## Social Media

Follow us!

-  [@ArtsWave](https://twitter.com/ArtsWave)
-  [@ArtsWave](https://facebook.com/ArtsWave)
-  [@ArtsWave](https://instagram.com/ArtsWave)
-  [@ArtsWave](https://linkedin.com/company/ArtsWave)



Make sure to tag us and use **#CincyArts** throughout your campaign to connect with thousands of others in the region!

# WHAT ARE THE BENEFITS?

When you give to support the arts through ArtsWave, you yourself receive a variety of benefits which are cumulative! Make sure you stress these benefits throughout your campaign.

In addition to ArtsWave's benefits, you can also **create additional incentives!** PTO days, gift cards from vendors, etc. Sometimes, just company-wide recognition is enough to incentivize your coworkers. Be creative; the sky's the limit!

All benefits are cumulative!

## **NEW GIFT OR 10%+ INCREASE**

(\$75 minimum)

### **Team Cincinnati**

As a thank-you for your gift from our major league partners, we hope you have a *ball*, with two tickets to the **Reds** and a special experience with **FC Cincinnati!**

### **\$75+ ArtsWave Pass**

Enjoy our most popular benefit! One-year membership to BOGO-to-share arts tickets, restaurant and shop offers and more!

### **\$150+ Enjoy the Arts at BLINK®!**

Two tickets to one of the most talked about exhibitions at BLINK® 2024, illuminated by ArtsWave.

### **\$250+ The Children's Theatre Preview & Hard Hat Tour**

Experience the iconic Emery Theater during its transformation into a state-of-the-art performance venue in the heart of OTR.

### **\$500+ BLINK® 2024 VIP Lounge**

Make our exclusive Donor Lounge your hub as you experience BLINK 2024, illuminated by ArtsWave.

### **\$1,500+ Leadership Giving**

Invitations to special arts events, membership in leadership giving groups, recognition in ArtsWave's community report and access to the Team Cincinnati benefit.

# RUNNING MY CAMPAIGN

**Are you a little fuzzy on what to do?** Follow the checklist and sample timeline template below! All the materials, templates, forms and documents mentioned can be found at [artswave.org/workplace-giving](http://artswave.org/workplace-giving).

**NOTE: Every campaign is different and will be unique to you and your company.** This template is for a sample two-week campaign and is meant to help you plan and give ideas.

## Plan

**E-Pledge: If you plan on using our online E-Pledge system, please contact us for a timeline and instructions. Don't know what this is? It can help your campaign run more smoothly, ask us about it!**

### 4 – 8 Weeks (or more) Before Campaign Begins

- Assemble Team for planning, begin regular meetings
- Review provided data, materials and formal CEO/Leadership proposal (provided by ArtsWave)
- Determine Campaign Kick-Off Date: \_\_\_\_\_ & Finale Date: \_\_\_\_\_
- Establish Goal: \$ \_\_\_\_\_ & Review Budget: \$ \_\_\_\_\_
- Brainstorm themes and event ideas, including great kick-off ideas (you can grab ideas from this book!)
- Get Leadership on board by having them send a solicitation letter (templates at [ArtsWave.org/workplace-giving](http://ArtsWave.org/workplace-giving))
- Discuss with leadership how to incentivize participation (PTO drawing is recommended if possible).

### 3 – 6 Weeks Before Campaign Begins

- Plan your kick-off and other events. Try to schedule at a time when most people are available—often, the BEST time is during a pre-existing meeting when most people will be present.
- Request **Speakers, Artists, and/or Performers** for your Kick-Off and other campaign events!
- Submit **Supply Order Form**. ([artswave.org/supplies](http://artswave.org/supplies))
- Obtain raffle prizes to use at your kick-off, finale and events. Check with vendors, local partners and ArtsWave.
- Choose/compose emails, voicemails, newsletters, etc. to promote the campaign internally

### 2 – 3 Weeks Before Campaign Begins

- Confirm CEO/Leadership involvement with Kick-Off
- Send email announcing Kick-Off date/time to entire workforce including internal Campaign Schedule

### 1 – 2 Weeks Before Campaign Kick-Off

- Send email reminder for the Kick-Off

### 1 – 2 Days Before Campaign Kick-Off

- Send final email reminder for Kick-Off
- Distribute ArtsWave Campaign materials, including pledge cards if applicable

**Continued on the next page...**

### Helpful Hint

A successful Kick-Off or event generally has these elements:

- **ArtsWave Artist**
- **ArtsWave Representative**
- **Entertainment or Performance**
- **CEO/Leadership Speaker**
- **Hands-on Activity**

The speaker, entertainment and activities can be requested or found at [ArtsWave.org/Workplace-Giving](http://ArtsWave.org/Workplace-Giving).

### Helpful Hint

Running a campaign doesn't have to be hard, nor do the events and activities need to be groundbreaking. The most successful campaigns are merely the ones that have a **consistent message and a well thought out, simple timeline**.



# RUNNING MY CAMPAIGN

**NOTE: This sample campaign is merely for illustrative purposes. Your campaign should, and will, look different!**

## Day 1 of Campaign (Kick-Off)

- Hold your Kick-Off! Make sure you scheduled all the necessary elements of a great event
- Encourage Day 1 pledges with an early bird raffle or drawing for incentives (PTO, arts tickets, gift cards, etc.)
- Announce Schedule for the campaign and encourage participation

## Day 3 of Campaign

- Entertainment
- Hold raffle drawing for those who have given so far
- Hold an art/performance contest

## Day 5 of Campaign

- Plan a Happy Hour or promote a event
- Send reminder to give or participate to those who haven't yet
- Update ArtsWave regarding your giving totals and employee participation**
- Congratulate and hold raffle for first week participants
- Schedule entertainment, possibly ArtsWave @ Your Meeting artist

## Day 7 of Campaign

- Schedule entertainment
- Host an interactive, hands-on activity
- Send email reminder about finale celebration

## Day 9 of Campaign

- Send final reminder to pledge
- Hold raffle drawing for those who have participated

## Day 10 of Campaign (Finale)

- Hold Finale event with CEO/Leadership, final raffle drawing, announcement of prize/raffle winners over the past two weeks,
- Collect pledge cards, if applicable.
- Announce total raised, percentage participation, and THANK EVERYONE!

## A Week After the Campaign

- Gather all outstanding pledge cards and send final report to ArtsWave. (if using paper pledge cards)
- Make copies of payroll pledge cards for payroll department (if using paper pledge cards) and give to your payroll department. THIS STEP IS VERY IMPORTANT!!**
- Fax or email Final Campaign Report to ArtsWave, (if using paper pledge cards)
- Mail checks and pledge cards to the ArtsWave lockbox using the yellow lockbox envelope from your campaign kit (if using paper pledge cards)
- Schedule an ArtsWave rep to present those who have ArtsWave Passes about how to use them. (this is a great benefit that can only serve as an incentive if you and your coworkers actually use it!)
- Thank every donor!** (you can send an email; you don't actually have to find each person!)

## Sometime After the Campaign

- Schedule Vacation
- Take Vacation

Run

Done



# WHAT EVENTS CAN I DO?

Events make up the bulk of the ‘public’ phase of your internal campaign. These can be anything from a traditional event with food and entertainment in one spot, to a kiosk in your lobby handing out cookies, to a strolling musician walking around to the cubicles. **Many times, it helps to use a theme** to orient your events (think of a children’s birthday party). Just make sure that each event raises awareness about the campaign. Remember, **food is ALWAYS a good idea**.

## Sample Themes:

### SHP: Created to Grow

SHP took our 2023 “Created to Grow” theme to heart and centered around how the arts grow figuratively and literally! They brought experts in to create floral arrangements, created themed artwork, and even installed a Grow mural on their wall! (see photo to right)

### Other Theme Ideas:

ArtsWave Blueprint; March Madness; Valentine’s Day; Arts Genres (art, theatre, etc.); Cincinnati; Mardi Gras; Office Olympics

## Sample Events:

P&G brought in Brandon Hawkins from Soul Palette to guide employees through a group-created work of art! (see photo below)

altafiber created an online auction with arts-themed prizes including custom nail art, songwriting sessions, live music booking, and even guitar lessons with their CEO!

E.W. Scripps hosted actors from Cincinnati Landmark Productions “Kiss Me, Kate” who performed scenes from the show to spice up their campaign and workday (see photos below)

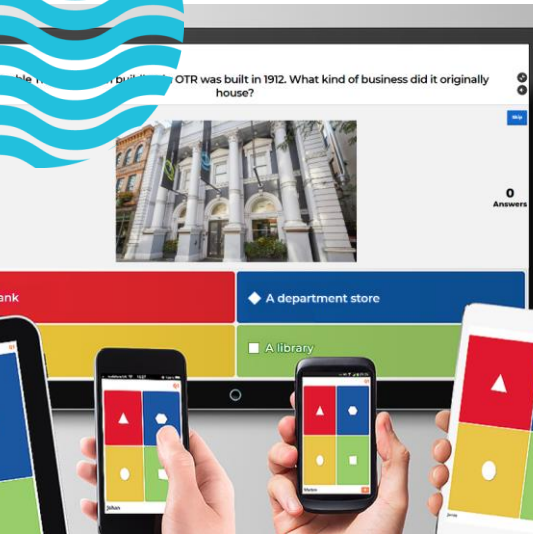
## Other Resources

There are some third-party services out there that can help you with things like virtual auctions, raffles, etc. Including <https://rallyup.com/> and <https://qtego.com/>





# HYBRID RESOURCES



For companies with hybrid work forces, or even those still working completely remote, we have versatile resources that can help! Any of these activities can accommodate in-person or virtual set-ups, or even a combination of the two!

## ArtsWave Trivia

**One of our most popular events!**

Enjoy a round of trivia, arts-style! ArtsWave staff can run a trivia game for your employees, featuring questions about Cincinnati's local arts. Games can be customized for shorter or longer run times to fit your needs. Visit [artswave.org/trivia](http://artswave.org/trivia) to request a game.

## Arts Speakers

**These are INCREDIBLY important ...and FREE!**

An arts speaker should be used at your kick-off or at other gatherings to speak for 10-15 minutes about the impact your gifts have on their organization. This is your chance to show the true and life-changing impact a gift to ArtsWave can have. Also, they're FREE! Visit [artswave.org/speaker](http://artswave.org/speaker) to request one and we'll match you up.

## ArtsWave Artist @ Your Meeting

**Solve your team's meeting fatigue and support the region's artists**

Need to break up the day with some fun? Schedule a short performance from one of the Cincinnati region's top artists during your next meeting for a creative break! Performances are 5-10 minutes, customizable and can be easily arranged. All art forms are available to fit you and your team for just \$125.

Visit [artswave.org/discover/artistsatyourmeeting](http://artswave.org/discover/artistsatyourmeeting)

## ArtsWave Puzzle Crawl

**Test your arts knowledge and problem-solving skills...**

Coming from the traditions of scavenger hunts and escape rooms, this puzzle crawl will test your wits against a series of arts-inspired brain teasers. Visit [artswave.org/puzzlecrawl](http://artswave.org/puzzlecrawl) for more info!



Leonardo Da Vinci, *Hello, Lisa*

Corrected word: MONA



## NETWORKING GROUPS



Members are between 21 and 40 years of age and are committed to creating an engaged YP community and making a positive impact in the region. 10% of your gift will directly fund arts programming for young professionals.

Eligibility: Opt-in at any gift amount

### BENEFITS

- Invitation to ArtsWave YP Event Series
- Quarterly ArtsWave YP Newsletter

#### \$500+ YP Leader

- Invitations to select ArtsWave Leadership events
- Recognition in the ArtsWave Community Report



A group that welcomes and connects LGBTQIA+ individuals and allies. 10% of your gift will fund arts experiences that lift up LGBTQIA voices.

Eligibility: Opt-in at any gift amount

### BENEFITS

- Invitation to exclusive donor events (\$75+ gift)
- Quarterly ArtsWave Pride newsletter

#### \$500+ Pride Ambassador

- Invitations to select ArtsWave Leadership events
- Recognition in the ArtsWave Community Report



### Join the Chairman's Challenge: "More Arts, More Kids"

The challenge will provide 50,000 arts field trips over the next six years for elementary school kids in two local low-income districts.

Three ways to join the challenge:

- Make a new gift of \$5,000+ or increase your current support to \$5,000+
- Increase your current \$5,000+ gift by \$5,000+
- Make a first-time corporate/business gift or run an employee campaign. These gifts will be matched 1:1, making your gift twice as impactful!

# AFFINITY & NETWORKING GROUPS

Join us to connect with others through the arts. Friendships, wonderful memories and the arts await!

## arts wave Leadership Donors

Leadership donors set the pace for the ArtsWave Community Campaign. They know the arts are powerful economic drivers — attracting and retaining talent to our region — and that arts enliven neighborhoods, improve education outcomes and increase health and wellness. Coming from a cross-section of industries and backgrounds, these donors inspire others to give to the campaign and account for a vital 25% of total giving.

Eligibility: \$1,500+ or Step Up to Leadership



### LEADERSHIP BENEFITS

- Invitations to ArtsWave Hour, an event series with arts and business leaders at unique venues throughout the region
- Exclusive arts experiences and opportunities to network with fellow members
- Recognition in ArtsWave's Community Report.
- Plus access to all other benefit levels!

### STEP UP TO LEADERSHIP

ArtsWave's Step Up program is a great way to ease into leadership giving over three years. Step Up donors enjoy all the benefits of leadership giving right away by giving \$500 now, \$1,000 next year and \$1,500 the following year.

## LEADERSHIP GIVING GROUPS

### arts wave Circle of African American Leaders for the Arts

The Circle welcomes all African Americans who believe in the power of the arts to bridge cultural divides. 10% of your gift will directly support capacity-building grants for Black-led organizations.

Eligibility: Opt-in at \$1,500+ or Step Up to Leadership

### BENEFITS

- All leadership giving benefits + membership in this leadership-level affinity group
- Members enjoy a variety of arts experiences and engagement opportunities, including exclusive offers to Flow, an African American Arts Experience, that allow them to connect with each other and see the impact of their gifts to ArtsWave

### arts wave Women's Leadership Roundtable

Roundtable members form a powerful network of more than 450 women who support and value the impact of the arts and celebrate how the arts bring people together through a variety of inspiring experiences.

Eligibility: Opt-in at \$1,500+ or Step Up to Leadership

### BENEFITS

- All leadership giving benefits + membership in this leadership-level affinity group
- Quarterly invitations to join fellow members for behind-the-scenes experiences at unique venues including the Women's Leadership Symposium, an annual inspirational event with women leaders in the arts and business

# ARTSWAVE EVENTS & INITIATIVES

ArtsWave offers many ways to get your coworkers involved with the arts. These ArtsWave-produced events can help you design your campaign by offering options for off-campus events, as well as give you ready-made events to communicate when you send your invites and reminders.



## What is ArtsWave CincyJams?

CincyJams returned for its sophomore year in 2023 and we are going to make it bigger and better for 2024! Get in on the fun in this unique take on a Battle of the Bands. Employee bands compete at Hard Rock Casino for prizes and city-wide bragging rights!

## How will CincyJams work?

Play an instrument? Grab a few coworkers, form a band and rock out! It's that simple. Any and all genres welcome. If your company wants to form a band, have an in-house competition or just get more info, talk to your ArtsWave rep or fill out the short form at [artswave.org/cincyjams](https://artswave.org/cincyjams).

## Why should I compete?

- 1) **It's fun!** Live out those rock star dreams and have a great night playing onstage with other musicians from across the region.
- 2) **It'll connect you to your coworkers!** You may not have known Bob from Accounting plays drums, but apparently, he rocks! The arts connect us together in ways that almost nothing else can.
- 3) **You could play at the Hard Rock!** I mean, come on, who HASN'T wanted to play the Hard Rock, right? This will be an amazingly fun evening, full of music fun and prizes. We hope to see you there this Spring!

[artswave.org/cincyjams](https://artswave.org/cincyjams)



Flow offers quarterly performances by renowned Black artists and ensembles from around the country whose work is unique and exciting. This series is designed to attract a highly diverse, culturally adventurous audience and create a shared and elevated appreciation for artists of color. For more info, visit [artswave.org/flow](https://artswave.org/flow).





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**513.871.ARTS**

For more information on anything you've read, please contact your ArtsWaverrep or call the number above.