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# Epledge Kick-Off Emails

## Epledge Kick-off Letter/Email

**Subject Line:** Our ArtsWave campaign is kicking off!

Dear Name/Employees,

To support the arts is to be a part of something big. Not just for today, but for a tomorrow full of possibility. The arts enliven our neighborhoods, give transformative experiences to our kids and families and connect us all. You can help seize this potential.

For nearly 100 years, ArtsWave has been the primary way Cincy’s arts are funded. That’s why XYZ Company proudly participates in the annual ArtsWave Campaign.

**Your 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.**

Pledging is simple and only takes a minute of your time. Just follow the link below to get started:

**Create your login**

Your gift may qualify you for some amazing benefits. The more you give, the more you enjoy!

**New gift OR 10%+ Increase: Team Cincinnati —** Two tickets to the Reds and a special experience with FC Cincinnati! ($75 minimum)

**Other Great Benefits**

* **$75+: ArtsWave Pass —** Enjoy our most popular benefit! One-year membership to 100+ buy one, get one-to-share tickets, restaurant and shop offers and more across the region.
* **$150+: Enjoy the Arts at BLINK® —** Get 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.

[Optional Paragraph to Discuss Campaign Details]

If you have given to ArtsWave in the past, thank you for your generosity. I encourage you to consider increasing your support this year. If you have not contributed in the past, I hope this is the year you join Company’s efforts. Please make your gift so that we can reach our goal of $Dollar Amount.

Thank you for joining us in creating our region’s future.

Sincerely,

CEO of XYZ Company

Need help? E-mail help@artswave.org or call ArtsWave at 513.871.2787.

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## Epledge Kick-off Letter/Email (Short)

**Subject Line:** Our ArtsWave campaign is kicking off!

Dear Name/Employees,

To support the arts is to be a part of something big. Not just for today, but for a tomorrow full of possibility. The arts enliven our neighborhoods, give transformative experiences to our kids and families and connect us all. You can help seize this potential.

For nearly 100 years, ArtsWave has been the primary way Cincy’s arts are funded. That’s why XYZ Company proudly participates in the annual ArtsWave Campaign.

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Pledging is simple and only takes a minute of your time. Just follow the link below to get started:

**Create your login**

Starting at the $75+ level, you may qualify for some amazing benefits! Log in for details.

Thank you for joining us in creating our region’s future.

Sincerely,

CEO of XYZ Company

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# Blueprint-Specific Kick-Off Epledge Emails

## Epledge Blueprint Message: Fueling Creativity and Learning

**The arts create opportunity.** 97% of Cincinnatians agree that arts education fosters youth creativity and positive social development, and a National Endowment for the Arts study found that students engaged in the arts are five times less likely to drop out of school.

For nearly 100 years, ArtsWave has been the primary way Cincy’s arts are funded. ArtsWave provides operating support to organizations like The Children’s Theatre of Cincinnati, Cincinnati Youth Choir and Learning Through Art. Through project grants in the past year, they support arts education programs from Bi-Okoto, Commonwealth Artist Student Theatre, Music Resource Center and more. ArtsWave’s “More Arts, More Kids” initiative will provide **annual arts field trips for all 1st-6th graders** in Cincinnati Public Schools.

That’s why XYZ Company proudly participates in the annual ArtsWave Campaign.

**Your 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.**

Pledging is simple and only takes a minute of your time. Just follow the link below to get started:

**Create your login**

Your gift may qualify you for some amazing benefits. The more you give, the more you enjoy!

**New gift OR 10%+ Increase: Team Cincinnati —** Two tickets to the Reds and a special experience with FC Cincinnati! ($75 minimum)

**Other Great Benefits**

* **$75+: ArtsWave Pass —** Enjoy our most popular benefit! One-year membership to 100+ buy one, get one-to-share tickets, restaurant and shop offers and more across the region.
* **$150+: Enjoy the Arts at BLINK® —** Get 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.

[Optional Paragraph to Discuss Campaign Details]

If you have given to ArtsWave in the past, thank you for your generosity. I encourage you to consider increasing your support this year. If you have not contributed in the past, I hope this is the year you join Company’s efforts. Please make your gift so that we can reach our goal of $Dollar Amount.

Thank you for joining us in creating our region’s future.

Sincerely,

CEO of XYZ Company

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## Epledge Blueprint Message: Enliven Neighborhoods

**The arts keep our neighborhoods thriving.** Community arts centers, galleries and public art build pride-of-place for residents of the Cincinnati region. Arts and culture organizations in the Cincinnati region create nearly $500 million in annual economic impact through jobs, direct spending and audience spending on dining, lodging, parking and more. The arts contribute to safer streets and boost property values.

For nearly 100 years, ArtsWave has been the primary way Cincy’s arts are funded. Last year, 2.3 million people attended free or low-cost neighborhood events by ArtsWave-funded organizations, including BLINK®. Millions more have seen public art by ArtsWave-Funded organizations like ArtWorks and StreetSpark.

That’s why XYZ Company proudly participates in the annual ArtsWave Campaign.

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**New gift OR 10%+ Increase: Team Cincinnati —** Two tickets to the Reds and a special experience with FC Cincinnati! ($75 minimum)

**Other Great Benefits**

* **$75+: ArtsWave Pass —** Enjoy our most popular benefit! One-year membership to 100+ buy one, get one-to-share tickets, restaurant and shop offers and more across the region.
* **$150+: Enjoy the Arts at BLINK® —** Get 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.

[Optional Paragraph to Discuss Campaign Details]

If you have given to ArtsWave in the past, thank you for your generosity. I encourage you to consider increasing your support this year. If you have not contributed in the past, I hope this is the year you join Company’s efforts. Please make your gift so that we can reach our goal of $Dollar Amount.

Thank you for joining us in creating our region’s future,

CEO of XYZ Company

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## Epledge Blueprint Message: Bridging Cultural Divides

**The arts bridge cultural divides.** Accordingto aUniversity of Cincinnati survey of arts participants,90% agree that the arts help them understand perspectives from other cultures.

For nearly 100 years, ArtsWave has been the primary way Cincy’s arts are funded. Over the past four years, ArtsWave has built the region’s largest funding mechanisms for Black artists and arts organizations. In the past year, ArtsWave commissioned 18 new works by local Black and Brown artists and offered capacity-building grants to organizations like Cincinnati Black Theatre Company, Elementz and the Robert O’Neal Multicultural Arts Center.

That’s why XYZ Company proudly participates in the annual ArtsWave Campaign.

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## Epledge Blueprint Message: Putting Cincinnati on the Map

**The arts give Cincy a competitive advantage.** For the third year in a row, SMU DataArts named our region one of the top 20 arts-vibrant communities in the nation. Noted for its dynamic cultural institutions and public art, Cincy jumped nine spots on SMU’s Arts Vibrancy Index, ranking #11.

For nearly 100 years, ArtsWave has been the primary way Cincy’s arts are funded and the engine of this impact, keeping our region in the national spotlight. They provide operating support to our region’s world class Cincinnati Ballet, Cincinnati Opera, Cincinnati Symphony Orchestra, Cincinnati Art Museum and more. They are the illuminating sponsor of BLINK®, which attracted more than 2 million attendees along with significant national media attention.

That’s why XYZ Company proudly participates in the annual ArtsWave Campaign.

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## Epledge Blueprint Message: Deepening Roots

**The arts deepen roots in our region by building strong relationships.** A survey by Americans for the Arts found that 91% report making new friends as a result of participating in the arts.

More than 5,000 individuals have joined ArtsWave’s networking and affinity groups, including ArtsWave Pride, the Circle of African American Leaders for the Arts, Women’s Leadership Roundtable and Young Professionals. Each group offers unique opportunities to network and engage with the arts.

For nearly 100 years, ArtsWave has been the primary way Cincy’s arts are funded. That’s why XYZ Company proudly participates in the annual ArtsWave Campaign.

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Thank you for joining us in creating our region’s future.

Sincerely,

CEO of XYZ Company

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# Kick-off Email/Letters

## CEO Letter to Employees, New Campaign

**Subject Line:** Support the community through our ArtsWave campaign!

Dear Name/Employees,

To support the arts is to be a part of something big. Not just for today, but for a tomorrow full of possibility. The arts enliven our neighborhoods, give transformative experiences to our kids and families and connect us all. You can help seize this potential.

For nearly 100 years, ArtsWave has been the primary way Cincy’s arts are funded. That’s why XYZ Company proudly participates in the annual ArtsWave Campaign.

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* **$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.

If you have given to ArtsWave in the past, thank you for your generosity. I encourage you to consider increasing your support this year. If you have not contributed in the past, I hope this is the year you join Company’s efforts. Please make your gift so that we can reach our goal of $Dollar Amount.

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Sincerely,

CEO

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## CEO/Leadership Letter to Employees (Short)

**Subject Line:** Our ArtsWave campaign is kicking off!

To support the arts is to be a part of something big. Not just for today, but for a tomorrow full of possibility. The arts enliven our neighborhoods, give transformative experiences to our kids and families and connect us all. You can help seize this potential.

For nearly 100 years, ArtsWave has been the primary way Cincy’s arts are funded. That’s why XYZ Company proudly participates in the annual ArtsWave Campaign.

**Your 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.**

Thank you for helping to keep our arts and region strong. Log in OR See your campaign materials for details.

 [Paragraph with campaign details (How to pledge, events, activities, stats, goals, etc.)]

Thank you for joining us in creating our region’s future.

Sincerely,

CEO/Leadership of XYZ Company

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# Epledge Reminders

## Sample Epledge Reminder (Short)

**Subject Line:** ArtsWave campaign reminder

Making a pledge to ArtsWave only takes a minute of your time and ripples out across our communities, reaching 150+ organizations, artists and projects that go on to create thousands of concerts, shows, exhibitions, arts education programming, public art, festivals, events like BLINK® and more.

The arts make our region stronger, defining it as a vibrant and connected community. They create opportunities for our youth, build strong relationships, bridge cultural divides and give Cincy a competitive advantage.

Thank you for joining us in creating our region’s future.

**Click here to create your login and get started!**

**Need help? E-mail** help@artswave.org **or call ArtsWave at 513.871.2787.**

## Sample Epledge Reminder (Benefits)

**Subject Line:** ArtsWave campaign reminder

Making a pledge to ArtsWave only takes a minute of your time and ripples out across our communities, reaching 150+ organizations, artists and projects that go on to create thousands of concerts, shows, exhibitions, arts education programming, public art, festivals, events like BLINK® and more.

The arts make our region stronger, defining it as a vibrant and connected community. They create opportunities for our youth, build strong relationships, bridge cultural divides and give Cincy a competitive advantage.

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**New gift OR 10%+ Increase: Team Cincinnati —** Two tickets to the Reds and a special experience with FC Cincinnati! ($75 minimum)

**Other Great Benefits**

* **$75+: ArtsWave Pass —** Enjoy our most popular benefit! One-year membership to 100+ buy one, get one-to-share tickets, restaurant and shop offers and more across the region.
* **$150+: Enjoy the Arts at BLINK® —** Get 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.

**Click here to create your login and get started!**

Thank you for joining us in creating our region’s future.

**Need help? E-mail** help@artswave.org **or call ArtsWave at 513.871.2787.**

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## Sample Epledge Reminder (Kentucky Region)

**Subject Line:** ArtsWave campaign reminder

Making a pledge to ArtsWave only takes a minute of your time and ripples out across our communities, reaching 150+ organizations, artists and projects like The Carnegie and the Kentucky Symphony Orchestra, and makes festivals like BLINK® come to life, right here in our neighborhood.

The arts make our region stronger, defining it as a vibrant and connected community. They create opportunities for our youth, build strong relationships, bridge cultural divides and give Cincy a competitive advantage.

Pledging is simple. Just click on the link below to get started.

**Create your login**

Thank you for joining us in creating our region’s future.

Sincerely,

CEO

**Need help? E-mail** **help@artswave.org** **or call ArtsWave at 513.871.2787.**

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## Sample Epledge Reminder (Repeat Giver)

**Subject Line:** ArtsWave campaign reminder

Thank you so much for your support of ArtsWave last year! Your generous gift ripples out across our communities, reaching 150+ organizations, artists and projects that go on to create thousands of concerts, shows, exhibitions, arts education programming, public art, festivals, events like BLINK® and more.

The arts make our region stronger, defining it as a vibrant and connected community. They create opportunities for our youth, build strong relationships, bridge cultural divides and give Cincy a competitive advantage.

**With the collective action of 25,000+ across the region, help us create a more vibrant future for everyone.**

Making a gift is simple and only takes a minute of your time, just click on the link below to get started.

**Create your login**

Thank you for joining us in creating our region’s future.

**Need help? E-mail** help@artswave.org **or call ArtsWave at 513.871.2787.**

P.S. Check out ArtsWave’s donor benefits that can keep you connected to the arts all year long.

# Thank You Letters/Emails

## Sample Thank You

Subject Line: Thank You for your gift to ArtsWave!

Dear (Employee name):

Thank you so much for your generous support during XYZ Company’s 2024 ArtsWave Campaign! This year we raised an impressive $\_\_\_, which will help to fund 150+ organizations, projects and artists, fostering the creation thousands of concerts, shows, exhibitions, school-based arts, public art, festivals and events like BLINK®.

ArtsWave is the engine for the arts in the Cincinnati region and the largest community arts campaign in the nation, with tens of thousands of donors and hundreds of companies and community partners. The quality and variety of our arts today can be directly tied to a history of community support.

**Thank you for supporting your community through your gift to ArtsWave!**

[OPTIONAL] Please join me and the campaign team on (date and time) for a campaign celebration. I look forward to thanking you for a job well done!

Sincerely,

CEO

## Sample Thank You (Short)

**Subject Line:** Thank You for your gift to ArtsWave!

Dear (Employee Name):

Thank you so much for your generous support during XYZ Company’s 2023 ArtsWave Campaign! This year we raised an impressive $\_\_\_, which will help to fund more than 150 organizations and artists. ’ll go on to create thousands of concerts, shows, exhibitions, arts education programming, public art, festivals, events like BLINK® and more.

[OPTIONAL] Please join me and the campaign team on (date and time) for a campaign celebration. I look forward to thanking you for a job well done!

Sincerely,

CEO