Table of Contents

[Epledge Kick-Off Emails 2](#_Toc29308674)

[Epledge Kick-off Letter/Email 2](#_Toc29308675)

[Epledge Kick-off Letter/Email (Short) 3](#_Toc29308676)

[Blueprint-Specific Kick-Off Epledge Emails 4](#_Toc29308677)

[Epledge Blueprint Message: Enliven Neighborhoods 4](#_Toc29308678)

[Epledge Blueprint Message: Bridging Cultural Divides 5](#_Toc29308679)

[Epledge Blueprint Message: Putting Cincinnati on the Map 6](#_Toc29308680)

[Kick-off Email/Letters 7](#_Toc29308681)

[CEO Letter to Employees 7](#_Toc29308682)

[CEO/Leadership Letter to Employees (Short) 8](#_Toc29308685)

[Epledge Reminders 9](#_Toc29308686)

[Sample Epledge Reminder (Short) 9](#_Toc29308687)

[Sample Epledge Reminder (Benefits) 10](#_Toc29308688)

[Sample Epledge Reminder (Kentucky Region) 11](#_Toc29308690)

[Sample Epledge Reminder (Repeat Giver) 11](#_Toc29308691)

[Thank You Letters/Emails 12](#_Toc29308692)

[Sample Thank You 12](#_Toc29308693)

[Sample Thank You (Short) 13](#_Toc29308694)

# Epledge Kick-Off Emails

## Epledge Kick-off Letter/Email

Subject Line: Our ArtsWave campaign is kicking off!

Dear Name/Employees,

The arts are vital to the health of our region and to each of us individually. ArtsWave donors have given hundreds of thousands of gifts over decades, laying a foundation for resiliency today. In fact, the Cincinnati region was just named one of the most “arts vibrant” in the U.S. Our quality of life and economic competitiveness are direct reflections of that vibrancy. Our arts are essential!

The past year has brought unprecedented disruption to the arts, with drastic reductions to audience capacity still in effect for theaters and groups. Ingenuity abounds as organizations change in response.

A successful re-stART in the arts will only be possible with the continued contributions of ArtsWave donors like you. That’s why XYZ Company proudly participates in the annual ArtsWave Community Campaign.

A gift to the arts is an investment in Greater Cincinnati and its future!

**Keep our arts strong. Join me in support of ArtsWave and make your gift today.**

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 + Enjoy the Arts @ Parks

Behind the scenes and exclusive experiences at the Reds and FC Cincinnati, plus Enjoy the Arts @ Parks events, spring through fall, plus a 2021 Great Parks Pass!

**Other Great Benefits**

* **$75+: ArtsWave Pass —** One-year membership to arts, restaurants and shops, including NEW Arts4Wellness, curated activities that keep us healthy & hopeful throughout 2021.
* **$150+: Music by The Banks —** Guided tour of the Andrew J Brady ICON Music Center, Cincinnati’s new, state-of-the-art music venue at The Banks.
* **$250+: Dance at Park’s Edge** **—** Be among the first to tour the region's new destination for dance, Cincinnati Ballet's Margaret and Michael Valentine Center for Dance.
* **$500+:** **Arts for Two —** Join our recurring gift program with a credit card ($10/month min.) or donate $500+ and enjoy an exclusive arts experience that only ArtsWave can produce.

You receive even more benefits at the $1,500 leadership level with special invitations throughout the year to experience the arts. Log in for details.

[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 are able to join Company’s efforts. Please make your gift so that we can reach our goal of $Dollar Amount.

Sincerely,

CEO of XYZ Company

Need help? E-mail [help@artswave.org](mailto:help@artswave.org) or call ArtsWave at 513.871.2787.

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

Subject Line: Our ArtsWave campaign is kicking off!

Dear Name/Employees,

The past year has brought unprecedented disruption to the arts, with drastic reductions to audience capacity still in effect for theaters and groups. Ingenuity abounds as organizations change in response.

A successful re-stART in the arts will only be possible with the continued contributions of ArtsWave donors like you.

That’s why XYZ Company proudly participates in the annual ArtsWave Community Campaign, the largest collective source for funding local arts.

**Keep our arts strong. Join me in support of ArtsWave and make your gift today.**

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 opt in for donor benefits! Log in for details.

Thank you in advance for your support and generosity toward the ArtsWave Community Campaign.

Sincerely,

CEO of XYZ Company

Need help? E-mail [help@artswave.org](mailto:help@artswave.org) or call ArtsWave at 513.871.2787

# Blueprint-Specific Kick-Off Epledge Emails

## Epledge Blueprint Message: Enliven Neighborhoods

**This year has shown us how essential the arts are to keeping our neighborhoods thriving, even through a crisis.** As schools, workplaces and more closed at the onset of the COVID-19 pandemic, the arts immediately pivoted to keep local neighborhoods healthy in mind, spirit and even body. In Camp Washington, Wave Pool delivered boxed meals to families, including work by local artists. Art on the Streets commissioned interactive art projects around the theme of #StayHomeSaveLives. The Well, ArtWorks and Wave Pool worked together to create a virtual summer camp.

Your gift to ArtsWave made this possible. Thanks to ArtsWave, more than 1 million individuals have access to free/low-cost arts activities, and kids across our region benefit from thousands of arts experiences each year.

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

**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 + Enjoy the Arts @ Parks

Behind the scenes exclusive experiences at the Reds and FC Cincinnati, plus Enjoy the Arts @ Parks events, spring through fall + a 2021 Great Parks Pass!

**Other Great Benefits**

* **$75+: ArtsWave Pass —** One-year membership to arts, restaurants and shops. NEW Arts4Wellness, curated activities that keep us healthy & hopeful throughout 2021.
* **$150+: Music by The Banks —** Guided tour of the Andrew J Brady ICON Music Center, Cincinnati’s new, state-of-the-art music venue at The Banks.
* **$250+: Dance at Park’s Edge —** Be among the first to tour the region's new destination for dance, Cincinnati Ballet's Margaret and Michael Valentine Center for Dance.
* **$500+:** **Arts for Two —** Join our recurring gift program with a credit card ($10/month min.) or donate $500+ and enjoy an exclusive arts experience that only ArtsWave can produce.

You receive even more benefits at the $1,500 leadership level with special invitations throughout the year to experience the arts. Log in for details.

Thank you in advance for your support of the ArtsWave Community Campaign.

Sincerely,

CEO of XYZ Company

Need help? E-mail [help@artswave.org](mailto:help@artswave.org) or call ArtsWave at 513.871.2787.

## Epledge Blueprint Message: Bridging Cultural Divides

**The arts offer opportunities to bridge cultural divides and promote cross-cultural understanding.** According to a recent Americans for the Arts public opinion poll 75% of Americans agree that “the arts unify us, regardless of age, race and ethnicity. New public art projects like downtown’s “Black Lives Matter!” mural and “Black Excellence in Zone 15” in Franklin Township express Greater Cincinnati’s need for justice and unity. New programs like ArtsWave’s Truth & Reconciliation Grants program provide platforms for black & brown artists to speak truth to power.

**Make a gift to ArtsWave today and ensure the region’s arts continue to bridge cultural divides.**

**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 + Enjoy the Arts @ Parks

Behind the scenes and exclusive experiences at the Reds and FC Cincinnati, plus Enjoy the Arts @ Parks events, spring through fall + a 2021 Great Parks Pass!

**Other Great Benefits**

* **$75+: ArtsWave Pass —** One-year membership to arts, restaurants and shops. NEW Arts4Wellness, curated activities that keep us healthy & hopeful throughout 2021.
* **$150+: Music by The Banks —** Guided tour of the Andrew J Brady ICON Music Center, Cincinnati’s new, state-of-the-art music venue at The Banks.
* **$250+: Dance at Park’s Edge —** Be among the first to tour the region's new destination for dance, Cincinnati Ballet's Margaret and Michael Valentine Center for Dance.
* **$500+:** **Arts for Two —** Join our recurring gift program with a credit card ($10/month min.) or donate $500+ and enjoy an exclusive arts experience that only ArtsWave can produce.

You receive even more benefits at the $1,500 leadership level with special invitations throughout the year to experience the arts. Log in for details.

Thank you in advance for your support and generosity toward the ArtsWave Community Campaign.

Sincerely,

CEO of XYZ Company

Need help? E-mail [help@artswave.org](mailto:help@artswave.org) or call ArtsWave at 513.871.2787.

## Epledge Blueprint Message: Putting Cincinnati on the Map

**The Arts put Cincinnati on the map**. This year, for the first time, our region was listed as one of the top 20 most arts-vibrant large metropolitan areas in the United States by Southern Methodist University DataArts. Our region is listed side-by-side with places like Chicago, Seattle and Austin. Keeping the caliber of arts at a high level of acclaim will be critical when the time comes to rebuild.

The arts are a powerful asset to our region, with world-class museums, award-winning theaters, an internationally celebrated symphony orchestra, and many more outstanding organizations.

Your gift to ArtsWave supports over 100 organizations like these with grants and services.

**Make a gift to ArtsWave today and ensure the region’s innovative arts scene continues to put Cincinnati on the map.**

**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 + Enjoy the Arts @ Parks

Behind the scenes experiences at the Reds and FC Cincinnati, plus Enjoy the Arts @ Parks events, spring through fall + a 2021 Great Parks pass!

**Other Great Benefits**

* **$75+: ArtsWave Pass —** One-year membership to arts, restaurants and shops. NEW Arts4Wellness, curated activities that keep us healthy & hopeful throughout 2021.
* **$150+: Music by The Banks —** Guided tour of the Andrew J Brady ICON Music Center, Cincinnati’s new, state-of-the-art music venue at The Banks.
* **$250+: Dance at Park’s Edge —** Be among the first to tour the region's new destination for dance, Cincinnati Ballet's Margaret and Michael Valentine Center for Dance.
* **$500+:** **Arts for Two —** Join our recurring gift program with a credit card ($10/month min.) or donate $500+ and enjoy an exclusive arts experience that only ArtsWave can produce.

You receive even more benefits at the $1,500 leadership level with special invitations throughout the year to experience the arts. Log in for details.

Thank you in advance for your support of the ArtsWave Community Campaign.

Sincerely,

CEO of XYZ Company

Need help? E-mail [help@artswave.org](mailto:help@artswave.org) or call ArtsWave at 513.871.2787.

# Kick-off Email/Letters

## CEO Letter to Employees, New Campaign

Subject Line: Support the community through our ArtsWave campaign!

Dear Name/Employees,

**What we do now will determine how quickly and successfully Greater Cincinnati’s arts institutions recover from a year of total disruption**. What we do now will determine the fate of many local artists.

**Cincinnati’s arts institutions are a major anchor and a reputational advantage for our region.** Income from ticket sales and endowments is diminished, and we don’t yet know when the performing arts and larger cultural activities will be able to resume. This is the bridge that we need to build, together, so that our community regains its momentum.

Throughout the pandemic, ArtsWave has kept the pilot light burning for many arts organizations through accelerated grant payments, Working Capital Bridge Loans, and Emergency Response grants. ArtsWave launched an Arts Vibrancy Recovery Fund and advocated for government arts relief resulting in . These are all pieces of an **arts survival strategy** that will make Cincinnati’s arts emerge from this crisis in a stronger position than many of our peer and competitive cities. The success of this campaign ensures that the Arts remain an engine for regional growth and a force for change. **Keep our arts strong. Join me in support of ArtsWave and make your gift today.**

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

**New gift OR 10% Increase —** Team Cincinnati + Enjoy the Arts @ Parks

Behind the scenes and exclusive experiences at the Reds and FC Cincinnati, plus Enjoy the Arts @ Parks events, spring through fall + a 2021 Great Parks Pass!

**Other Great Benefits**

* **$75+: ArtsWave Pass —** One-year membership to arts, restaurants and shops. NEW Arts4Wellness, curated activities that keep us healthy & hopeful throughout 2021.
* **$150+: Music by The Banks —** Guided tour of the Andrew J Brady ICON Music Center, Cincinnati’s new, state-of-the-art music venue at The Banks.
* **$250+: Dance at Park’s Edge —** Be among the first to tour the region's new destination for dance, Cincinnati Ballet's Margaret and Michael Valentine Center for Dance.
* **$500+:** **Arts for Two —** Join our recurring gift program with a credit card ($10/month min.) or donate $500+ and enjoy an exclusive arts experience that only ArtsWave can produce.

You receive even more benefits at the $1,500 leadership level through special invitations throughout the year to experience the arts. Log in to Epledge OR See your campaign materials for details.

Thank you for helping to restore arts vibrancy, central to our region’s identity, in a time like no other.

Sincerely,

CEO

## CEO/Leadership Letter to Employees (Short)

Subject Line: Our ArtsWave campaign is kicking off!

Now is the time for to support cultural organizations that contribute $300 million to our economy and employ thousands of creative workers. Greater **Cincinnati’s arts institutions are a major anchor and a reputational advantage for our region.**

Throughout the pandemic, ArtsWave has kept the pilot light burning for many arts organizations through accelerated payments, Working Capital Bridge Loans, and Emergency Response grants. They launched an Arts Vibrancy Recovery Fund and advocated for government arts relief. These are all pieces of an **arts survival strategy** that will make Cincinnati’s arts emerge from this crisis in a stronger position than many of our peer and competitive cities. The success of this campaign ensures that the Arts remain an engine for regional growth and a force for change.**.**

**Keep our arts strong. Join me in support of ArtsWave and make your gift today.**

Your gift to ArtsWave may qualify you for some amazing benefits that will connect you to the Reds, FC Cincinnati, the arts, and our parks. Log in to Epledge OR See your campaign materials for details.

[Paragraph to Discuss Campaign Details (How to pledge, Kick-off, finale, activities, last year’s stats, goals, etc.)]

Thank you in advance for your support of the ArtsWave Community Campaign.

Sincerely,

CEO/Leadership of XYZ Company

# Epledge Reminders

## Sample Epledge Reminder (Short)

Subject Line: ArtsWave campaign reminder

Making a pledge to ArtsWave only takes a minute of your time and helps to build a vibrant economy and more connected community in our region.

Your gift to ArtsWave supports over 100 organizations with grants and services.

The past year has brought unprecedented disruption to the arts, with drastic reductions to audience capacity still in effect for theaters and groups. Ingenuity abounds as organizations change in response.

A successful re-stART in the arts will only be possible with the continued contributions of ArtsWave donors like you.

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

**Need help? E-mail** [help@artswave.org](mailto: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 helps to build a vibrant economy and more connected community in our region.

Your gift to ArtsWave supports over 100 organizations with grants and services. Thanks to ArtsWave, more than 1 million individuals have access to free/low-cost arts activities, and kids across our region benefit from thousands of arts experiences each year.

The past year has brought unprecedented disruption to the arts, with drastic reductions to audience capacity still in effect for theaters and groups. Ingenuity abounds as organizations change in response.

A successful re-stART in the arts will only be possible with the continued contributions of ArtsWave donors like you.

A gift to the arts is an investment in Greater Cincinnati and its future!

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

**New gift OR 10% Increase —** Team Cincinnati + Enjoy the Arts @ Parks

Behind the scenes and exclusive experiences at the Reds and FC Cincinnati, plus Enjoy the Arts @ Parks events, spring through fall + a 2021 Great Parks pass!

**Other Great Benefits**

* **$75+: ArtsWave Pass —** One-year membership to arts, restaurants and shops. NEW Arts4Wellness, curated activities that keep us healthy & hopeful throughout 2021.
* **$150+: Music by The Banks —** Guided tour of the Andrew J Brady ICON Music Center, Cincinnati’s new, state-of-the-art music venue at The Banks.
* **$250+: Dance at Park’s Edge —** Be among the first to tour the region's new destination for dance, Cincinnati Ballet's Margaret and Michael Valentine Center for Dance.
* **$500+:** **Arts for Two —** Join our recurring gift program with a credit card ($10/month min.) or donate $500+ and enjoy an exclusive arts experience that only ArtsWave can produce.

You can get even more benefits at the $1,500 leadership level, connecting you with special opportunities throughout the year to experience the arts. Log in to Epledge OR See your campaign materials for details.

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

**Need help? E-mail** [help@artswave.org](mailto:help@artswave.org) **or call ArtsWave at 513.871.2787.**

## Sample Epledge Reminder (Kentucky Region)

Subject Line: ArtsWave campaign reminder

Pledging to ArtsWave only takes a minute of your time and helps to build a vibrant economy and more connected community in our region.

Your gift to ArtsWave supports more than 100 organizations like The Carnegie and The Kentucky Symphony Orchestra, and makes festivals like BLINK® come to life, right here in our neighborhood. Thanks to ArtsWave, more than 1 million individuals have access to free/low-cost arts activities, and kids across our region benefit from thousands of arts experiences each year.

**Join me in support of our community with a gift to ArtsWave.**

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

**Create your login**

Thank you in advance for your support and generosity toward the ArtsWave Community Campaign!

Sincerely,

CEO

**Need help? E-mail** [**help@artswave.org**](mailto:help@artswave.org) **or call ArtsWave at 513.871.2787.**

## Sample Epledge Reminder (Repeat Giver)

Subject Line: ArtsWave campaign reminder

Thank you so much for your gift to ArtsWave last year! Your generosity supports over 100 organizations with grants and services. Thanks to ArtsWave, more than 1 million individuals have access to free/low-cost arts activities, and kids across our region benefit from thousands of arts experiences each year.

**Support your community again by making your 2021 gift to ArtsWave.**

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**

**Need help? E-mail** [help@artswave.org](mailto: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 2021 ArtsWave Campaign! This year we raised an impressive $\_\_\_, which will help support more than 100 local arts organizations making an impact across the Cincinnati region.

The past year has brought unprecedented disruption to the arts, with drastic reductions to audience capacity still in effect for theaters and groups. Ingenuity abounds as organizations change in response.

A successful re-stART in the arts can happen now with the continued contributions of ArtsWave donors like you.

A gift to the arts is an investment in Greater Cincinnati and its future!

[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 for your generous support during XYZ Company’s 2021 ArtsWave Campaign! Because of the support of our employees, we raised an impressive $\_\_\_, which will help support more than 100 local arts organizations making an impact across Greater Cincinnati.

[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