**Arts and Education Council**

**2019 Workplace Giving Campaign toolkit**

Thank you for hosting a workplace giving campaign for the Arts and Education Council! The work you do is critical to our success, so below you will find links and resources to copy and paste into your email and print communications to spread the word about the campaign among your colleagues. If you have questions about your campaign, please contact **Campaign and Events Manager** **Rhiannon Chavez at 314.289.4006 or** **Rhiannon-C@KeepArtHappening.org.**

**Sample campaign announcement**

*Use this sample announcement in employee newsletters, internal websites or as a letter or email from your CEO or superintendent to introduce your organization’s campaign for the Arts and Education Council.*

**Subject:** Together, we keep art happening!

**Message:**

Like many of you, I enjoy the arts. They bring joy to our lives, bridge cultural divides, deepen roots in our region, energize our communities and spark innovation.

For <NUMBER OF YEARS>, <ORGANIZATION> employees have contributed to our annual campaign to raise funds for the **Arts and Education Council**, which keeps art happening across the 16-county, bi-state region through a variety of grants and programs. Since <FIRST YEAR>, <ORGANIZATION> employees have contributed more than <INSERT NUMBER> to the Arts and Education Council’s annual campaign. Our goal this year is to raise <GOAL>.

Since our campaign last year, the Arts and Education Council has invested our donations in some remarkable programs and opportunities, including:

* their **arts incubator**, called the Centene Center for the Arts, where they foster the growth and community impact of 21 arts organizations in the heart of the Grand Center Arts District;
* the **Katherine Dunham Fellowship**, a paid opportunity for African-American students interested in a career in arts administration;
* a partnership with the St. Louis Suburban Music Educators Association to **keep art happening for area music students** through competitions and concerts;
* the **stARTup Creative Competition**, one of only two programs of its kind in the nation, which gives arts entrepreneurs seed funding, mentorship and connections to further their ideas for St. Louis; and much more.

All of this while continuing diverse and broad funding of **more than 70 arts organizations** large and small that impact **1.6 million children and adults** in the bi-state region.

None of what the Arts and Education Council does would be possible without your support. Again, our goal is to raise <GOAL> during this year’s campaign.

**Please join me in making a gift to the Arts and Education Council. Together, we keep art happening!**

Our campaign for the Arts and Education Council will be <DATES>. To make your donation, click here: <CAMPAIGN LINK>.

For more information, please contact <CAMPAIGN COORDINATOR NAME AND CONTACT INFO>.

Thank you for your support!

<SIGNATURE>

P.S. With a gift of just **$4.17 per month or $50 per year, you will receive an ARTS Card**, giving you access to thousands of dollars of savings each year on arts and culture events throughout the region.

**Sample campaign event message**

*Send at the beginning of your campaign to announce campaign events and encourage donations.*

**Subject:** You’re invited! 2019 events for Arts and Education Council campaign

**Message:** In celebration of our 2019 campaign for the Arts and Education Council, you are invited to the following events:

<insert event information>

All employees who participate in our campaign for the Arts and Education Council will receive <INCENTIVE>. Employees who increase their gift from last year will receive <INCENTIVE>.

Plus, if you donate $4.17 per month or $50 per year, you will receive an ARTS Card, giving you access to thousands of dollars in savings each year on arts and culture events throughout the region.

Our goal is to raise <GOAL> for the Arts and Education Council this year. Make your gift today here: <CAMPAIGN LINK>.

Together, we keep art happening!

<SIGNATURE>

**Sample thank you message**

*Send at the close of the campaign to thank contributors and announce campaign results*.

**Subject:** We did it!

**Message:** Thank you! Because of your generous donations, <ORGANIZATION> raised <CAMPAIGN TOTAL> for the Arts and Education Council, exceeding our campaign goal!

These funds will help the Arts and Education Council invest in the people, programs and organizations that create diverse performances, exhibitions workshops, art education opportunities and so much more for 1.6 million adults and children in our community each year.

Thank you for participating in this year’s campaign. Please join me on <date> for our finale party. I look forward to celebrating with you.

If you made your gift via payroll deduction, those contributions will begin <DATE>. If you made a gift of $50 or more, you will receive an ARTS Card from the Arts and Education Council in the mail and access to the deals via email.