2012 Sample Campaign Announcement

Use this sample announcement in employee newsletters or as a letter from your CEO or Superintendent to introduce your organization's participation in the Arts and Education Council's 2012 Workplace Giving Campaign.

Arts are among our community's greatest assets. Whether it's music, dance, theatre, film, literary or visual arts, the arts teach us, inspire us and make us smile. The Arts and Education Council is a dynamic collaboration of businesses, individuals, and community partners who work to raise funds and enhance the quality and variety of arts experiences throughout the 16-county, bi-state St. Louis region.

From St. Charles County to the Metro East and all the places in between, the arts play a role in adding value to our community. Whether you visit Grand Center to hear live music from Jazz St. Louis, wander the grounds of Laumeier Sculpture Park, or spend an evening in Forest Park enjoying a Shakespeare Festival St. Louis performance, there are so many ways to enjoy our region through the arts.

[XYZ Organization] is a proud participant in the Arts and Education Council's 2012 Annual Campaign which supports large and small arts organizations throughout the 16-county, bi-state St. Louis region. This year's campaign theme, PARTICIPATE – Keep Art Happening, invites all of us to become involved with the cultural vibrancy of our region, whether as an active participant, an arts patron or both. Please show your support by contributing to this worthwhile effort. A gift of any amount will be appreciated. We also offer payroll deduction, so for as little as *[amount to equal $50 total]* per pay period, you will receive A&E's ARTS Card, which provides you with these exciting year-long benefits:

- ARTS Card access to discounted cultural events
- Subscription to A&E's *Happenings* newsletter
- Subscription to A&E's weekly ARTS Card discount e-news highlighting special discounts throughout the year

Let's PARTICIPATE and Keep Art Happening!

[XYZ Organization]'s 2012 campaign will take place *[dates of campaign].* For more information about our campaign, please contact *[coordinator name and contact information]*. Thank you for your support!