



Sample Campaign E-mail Messages

***Campaign Announcement Message:** Announce the start of your employee Workplace Giving Campaign about a week before your campaign begins.*

E-mail Title: PARTICIPATE – Keep Art Happening

Message Text: The arts are a vital asset to our region. This is why [XYZ Organization] proudly participates in the annual Arts and Education Council campaign. A thriving arts climate boosts our local economy and strengthens the creativity, innovation and diversity necessary for a healthy, growing community where people love to live, work, play and raise families. Each year, the arts provide more than \$700 million annually to the St. Louis economy and impact over 13,000 jobs.

PARTICIPATE – Keep Art Happening. A&E's 2012 Campaign theme invites all of us to become involved with the cultural vibrancy of our region, whether as an active participant or an arts patron or both. For just \$1 or \$2 a pay period you can help the arts continue to be a positive force throughout the region.

We will kickoff our 2012 campaign on *(insert date)*. Food, Entertainment and a guest speaker from *(insert speaker information)* will set our campaign in motion.

All employees who make a gift to the Arts and Education Council will receive a *(insert incentive such as a restaurant coupon)*. Employees who increase their gift from 2011 will receive a commemorative "PARTICIPATE – Keep Art Happening" coffee mug.

On *(insert date)*, we will compete in an arts-related game or two – stay tuned for more information and get your trivia game on. The winner will receive a "PARTICIPATE – Keep Art Happening" lunch bag.

At the end of our campaign, all contributors will be entered to win a "PARTICIPATE – Keep Art Happening" lunch bag, *(insert other incentives here)*.

[XYZ Organization] employees supported this cause in 2011 with XX% participation, raising [\$/_____] for the Arts and Education Council. Let's "PARTICIPATE" and increase our gifts this year to help keep art happening!

***Your Money at Work Message:** Send daily to all employees, highlighting how their contributions help area arts organizations and the community.*

E-mail Title: Your Money at Work

Message Text: The Arts and Education Council supports 70 arts and arts education organizations throughout the 16-county, bi-state St. Louis region. Please read on to find out about one of these great organizations: *(Insert information on the organization of your choice. This grantee information can be found at KeepArtHappening.org)*



Trivia Contest Message: *Announce the trivia game, “Are You Smarter than a Fifth Grade Arts Student?” or other puzzle or activity.*

E-mail Title: Are You Smarter than a Fifth Grade Arts Student?

Message Text: Test your knowledge of the arts! See the attached trivia game, “Are You Smarter than a Fifth Grade Arts Student?” and return your answers by the end of the day. The winner of the trivia game will receive a “PARTICIPATE – Keep Art Happening” lunch bag! In case of a tie, a drawing will be held of top-scoring employees.

Reminder Message: *Send to all employees, reminding them about the campaign deadline.*

E-mail Title: Arts and Education Campaign Ends Tomorrow!

Message Text: Our employee campaign for the Arts and Education Council campaign will conclude *[date]*. We hope you will help us reach our company goal of *[insert \$\$ goal]* by taking a minute right now to complete a pledge card, if you have not already done so. Your support will ensure that the arts continue to provide exciting and diverse programming for everyone to enjoy. Please return your signed pledge card to *(name or location)*. If you increase your gift over last year, you will receive a “PARTICIPATE – Keep Art Happening” coffee mug.

Remember, all contributors will be entered into a drawing for a “PARTICIPATE – Keep Art Happening” Lunch bag *(or other incentives available from A&E)*. This drawing will be held *(insert details, as well as details of any final campaign event)*.

Thank you for your support!

Thank-You Message: *Message to thank employees and announce \$\$ reached—this could come from the CEO or Superintendent, personally thanking everyone for their efforts and announcing the final total.*

E-mail Title: Thank You for PARTICIPATING to Keep Art Happening!

Message Text: Because of the generous support of our employees, *[XYZ Organization]* met our campaign goal of *[\$___]!* Your contribution will provide critical support to nearly 70 arts and arts education organizations throughout the region so they continue to thrive, providing us all with high-quality performances, exhibitions and educational opportunities. Please join me and the campaign team on *[date and time]* for our finale party. I look forward celebrating this achievement with you.