



**GIVE TO OUR
ANNUAL CAMPAIGN**
WWW.KEEPARTHAPPENING.ORG



NEARLY \$100 MILLION RAISED TO SUPPORT ST. LOUIS AREA ARTS AND ARTS EDUCATION ORGANIZATIONS

2010 Workplace Giving Campaign Coordinator's Handbook



Introduction

Thank you for coordinating the Arts and Education Council's workplace giving campaign for 2010 – *The Arts Need You*.

Workplace Giving produces nearly one-third of the money we raise each year. In turn, this money is granted to worthy arts organizations throughout our region. This is indispensable income made possible with your help.

This booklet will assist you to plan and implement a successful 2010 employee campaign. If you do not find the information and tools you need, please contact the Council. We are here to assist you.

Our Mission

The Arts and Education Council enriches the vibrancy of the St. Louis community by investing in arts organizations and growing the base of loyal arts supporters.

Why the Arts Matter

Arts are one of our community's greatest assets. Organizations supported by the Arts and Education Council help make our region a unique and vibrant place, educate our children and enrich our lives.

A thriving arts community boosts our local economy and strengthens the creativity, innovation and diversity necessary for a healthy, growing region. Each year, the arts provide more than \$700 million annually to the St. Louis economy and impact more than 13,000 jobs.

From St. Charles County to the Metro East and through all parts of our 16-county region, the arts add value to our community. Supporting the Arts and Education Council through Workplace Giving helps all of us. Together, we can keep art happening.





Fact Sheet – Arts and Education Council

- The Arts and Education Council in its 47-year history has raised and distributed nearly \$100 million in support of the arts and arts education in the St. Louis, Missouri metropolitan area – an important task that directly affects the quality of life in our region. Each year, the arts provide more than \$700 million annually to the St. Louis economy and impact over 13,000 jobs.
- With those funds, the Council annually assists approximately 70 non-profit arts and arts education organizations. Through these grants and organizations, over 5 million children and adults experience music, theater, dance, film, literary arts, visual arts and outreach programs.
- Fulfilling the mission of the Arts and Education Council is vital to attracting and retaining a vibrant, talented workforce. 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 and work.

History of the Council

- The Arts and Education Council was founded in 1963 when the United Way re-focused its mission on funding health and human services organizations. Morton D. May, Margie May, J. W. McAfee, Evelyn Newman, Kenton R. Cravens, Adelaide (Jabber) Cherbonnier, Adelaide Schlafly, Edgar Monsanto Queeny and scores of others moved the concept forward. They called this effort the Spirit of St. Louis Fund.
- The annual St. Louis Arts Awards, presented since 1992, honors and showcases groups and individuals who help preserve a legacy of artistic excellence and enrich St. Louis' cultural community.
- The Arts and Education Council earned the Wise Giving Seal of Approval from the Better Business Bureau, assuring our donors that the Council maintains the highest standard of fiscal responsibility.



Centene Center for Arts and Education

- In 2006, the Council became master lessee of the Centene Center for Arts and Education in Grand Center. The Center is home to 17 arts organizations and provides office space, state-of-the-art technology, rehearsal and performance space. This arts incubator inspires collaboration and reinforces the importance of the business of the arts.



How the Council is Unique

- The Arts and Education Council is unique in that it is the only privately funded arts umbrella organization, whose geographic reach benefits the entire 16 county bi-state St. Louis area.
- In 2009, the Kresge Foundation of Troy, Michigan, enlisted the Arts and Education Council, in partnership with the Greater Saint Louis Community Foundation, to administer *Kresge Arts in St. Louis.*, a new project that encourages residents to use art and culture as a tool to address issues in the community. The Foundation has invested \$200,000 over two years, with grants ranging from \$2,500 to \$10,000.
- The Arts and Education Council does not receive any funds through taxing districts or from local, county or state government.
- The 16-county region covered by the Council comprises the following areas: in Missouri, St. Louis City and the counties of Franklin, Jefferson, Lincoln, St. Charles, St. Louis, Warren and Washington; in Illinois, the counties of Bond, Clinton, Jersey, Madison, Macoupin, Monroe and St. Clair.





Who We Support - 2010 Grantees

SUSTAINING FUNDING

Sustained funding is guaranteed annual revenue sharing to selected arts organizations. Amounts may vary with fluctuations in the revenue pool.

The Black Rep
Center of Creative Arts COCA
Community Music School of Webster University
Craft Alliance
Dance St. Louis
Opera Theatre of Saint Louis
Repertory Theatre of St. Louis
Saint Louis Symphony Orchestra
The Sheldon

OPERATING SUPPORT

Grants of \$10,000-\$50,000 for organizations with annual budgets of \$500,000 or greater.

Circus Arts Foundation of Missouri (Circus Flora)
Contemporary Art Museum St. Louis Grand Center, Inc.
Jazz St. Louis
Laumeier Sculpture Park
Metro Theater Company
Shakespeare Festival St. Louis
Springboard
St. Louis Children's Choirs
Stages St. Louis

PROJECT GRANTS

Grants in the amounts of \$1,000-\$5,000 for organizations that meet baseline eligibility criteria.

ANNONYArts
Bach Society of St. Louis
Cameron Youth Chamber Orchestra

Cinema St. Louis
Chesterfield Arts
Community Health-In-Partnership Services
Cultural Festivals
Dances of India
Equinox Chamber Players
Florissant Fine Arts Council
Frank Lloyd Wright House in Ebsworth Park
Hispanic Festival, Inc.
HotCity Theatre
Innsbrook Institute
Junior League of St. Louis
Prison Performing Arts
River Styx
Saint Louis Ballet
Sherwood Forest Camp
Show-Me Sound Organization
St. Louis ArtWorks
St. Louis Philharmonic Orchestra
St. Louis Public Schools Foundation
Stray Dog Theatre
Studio STL
That Uppity Theatre Company
UMSL KWMU-FM Cityscape
UMSL Storytelling Festival
Union Avenue Opera
Webster University Film Series

BOEING - ARTS AND EDUCATION COUNCIL COLLABORATIVE GRANTS

aTrek Dance Collective
Contemporary Art Museum St. Louis
Gitana Productions
Grand Center, Inc.
Jazz St. Louis
Modern American Dance Company
Opera Theatre of Saint Louis
St. Louis Children's Choirs
St. Louis Volunteer Lawyers and Accountants for the Arts
Upstream Theater

KRESGE ARTS IN ST. LOUIS

Center for Survivors of Torture and War Trauma
Cinema St. Louis
Community Focused Development Corporation
Is'Mima Nebt'Kata
Kinloch Community Development Association
L.D. Ingram Gallery and Studio, Inc.
Peter and Paul Community Services
Sevdah St. Louis
Springboard
Studio STL

MONSANTO RURAL COMMUNITY ARTS EDUCATION PROGRAM

Innsbrook Institute
Jacoby Arts Center
McKendree University
Piwacket Theatre for Children
St. Charles Municipal Band
Warren County Fine Arts Council



Planning and Conducting a Successful Workplace Giving Campaign

1. Meet with your Arts and Education Council representative

We are always available to help you throughout the campaign. Talk with your Arts and Education Council representative for an orientation, to organize a rally and schedule a speaker to come to your workplace.

Corporate Campaigns

Lillian Bales, Campaign Manager – 314.289.4003 – lillian-b@keeparthappening.org

Lisa Masters, Corporate Relations Associate – 314.289.4002 – lisa-m@keeparthappening.org

Education and Government Campaigns

Dorothy Powell, Campaign Manager – 314.289.4008 – dorothy-p@keeparthappening.org

Polly Klasek, Campaign Associate – 314.289.4012 – polly-k@keeparthappening.org

Non-Profit Organization Campaigns

Pat Tichacek, Campaign Manager – 314.289.4006 – pat-t@keeparthappening.org

2. Enlist the support of top management. It's the key to success!

Ask management to:

- Establish a goal for giving (for continuing campaigns, an increase is recommended)
- Offer a matching gift program
- Make a significant first contribution
- Endorse the campaign with a personal letter or e-mail from the CEO or Superintendent to all employees
- Offer payroll deduction - employees often make larger yearly gifts

3. Recruit a campaign team

Form a dedicated campaign team to build enthusiasm with the staff, enhance your efforts for a successful campaign, and achieve your organization's goal! If your organization has multiple locations or if your school district has multiple schools, identify a campaign team member from each site. Use your team members to:

- Set campaign strategy
- Help plan a kickoff
- Communicate to employees during the campaign
- Collect pledge cards at multiple locations

4. Plan your approach

Take a look at your past campaigns to evaluate what worked and what needs improvement. If this is your first campaign, follow these steps:

- Check your calendar: Plan your campaign at a time that doesn't conflict with other activities or initiatives.
- Decide on the length of your campaign: Some organizations hold their campaign over a month or more, and others prefer a shorter time period. Decide how much time you need to reach all of your

employees, motivate them to support the Arts and Education Council and keep them engaged. Please inform your Council representative of your campaign dates.

- Know how to ask: Will you ask employees to make their contribution at a group meeting, at a fun kickoff rally or at department meetings? See the “Making the Ask” section in this handbook for more information. Decide what works best in your organization. Remember, one-on-one solicitations are the most successful.

5. Promote and publicize your campaign

People will be more likely to support the Arts and Education Council if they are properly informed.

- Plan your communications calendar: Decide when and how to reach out to your employees throughout and after your campaign.
- Use the technology available in your organization: Post campaign materials on your internal website. Use e-blast and/or phone tree communications to disperse information. Play the 2010 campaign PowerPoint on the video screen in your lobby. Include information about your campaign in newsletters and bulletins. Place campaign posters and extra brochures in high-traffic areas.
- Let your employees know your monetary goal and update them on your campaign progress.

6. Host a kickoff rally or group meeting

- Develop a fun theme or event idea
- Secure a speaker or entertainment by an Arts and Education Council grant recipient organization
- Distribute pledge cards and brochures and provide instructions as to when, where and to whom pledge cards should be returned
- Solicit everyone - please include retirees
- Request 100% participation - all gifts, large and small, make a difference
- Provide refreshments
- Offer incentives for giving - dozens of arts groups donate tickets, CDs, artwork, coffee mugs and t-shirts to help make your campaign a hit. These items generate enthusiasm and contributions when used for raffles, kickoffs and other events. You will receive an e-mail informing you about the availability of these items. Reply quickly, as these are awarded on a first-come, first-served basis.
- Ask your CEO/superintendent/manager/director about special ways to thank donors – parking privileges, gift baskets, free lunches, casual dress opportunities, a day off, tickets to sports/cultural events, hotel stays and coupons for goods/services
- Explain the benefits of the ARTS Card for a \$50 membership or higher (more information at www.keeparthappening.org). Check the Council’s bi-monthly *Happenings* newsletter or ask your Council representative for a current list of discounts available through the Card.

7. Collect and process pledge cards

- Make sure pledge cards are properly completed and signed
- List contributions on an Arts and Education Council Tally Sheet as soon as they are collected. The 2010 Tally Sheet is available as a Microsoft Word document or Excel spreadsheet. Please e-mail this form to your Council representative each week during your campaign.
- Mail pledge cards and checks on a weekly basis in the pre-addressed envelopes provided in your campaign kit (Arts and Education Council, PO Box 419161, Saint Louis, MO 63141).

- For payroll deduction contributions, send the top copy of the pledge cards to your payroll department representative. Mail the bottom copy of the pledge cards and the Tally Sheet, in the pre-addressed envelopes to the Arts and Education Council. Be sure to keep a copy of each Tally Sheet for your records.
- Do not mail cash. Please send a check to cover the cash contributions. If this isn't possible, please contact the Council.
- Friendly reminders to turn in pledge cards will help you reach your goal. Voice mail, e-mails, verbal announcements, personal follow-ups or reminder notes help get the job done.

8. Thank everyone

Saying "THANK YOU" is the most important element of fundraising! People like to be recognized for their contributions, and this gives you another opportunity to reaffirm how important their gift is in keeping the arts affordable and accessible in our region.

- Send a personal note or e-mail to each donor, or make a quick phone call.
- Consider a small gift for each donor (a cookie or candy, for example).
- Plan a thank-you party. Provide refreshments and announce the final results of your organization's campaign.



THE ARTS NEED YOU

Successful Campaigns are Fun

Each year the companies and organizations involved in our Workplace Giving Program invent new and innovative ways to increase donations to the Arts and Education Council. For example, Edward Jones conducts the largest workplace giving campaign, raising over \$350,000.

How did they do it? The support of a leadership team was crucial. In addition the campaign team used fun activities and fantastic incentives to increase participation and donations.



In past Campaigns, Edward Jones kickoffs have included performances by Edward Jones partners as the “Blues Brothers” and a display of employees’ artwork.

Organizations of any size can have fun while raising funds to support the arts in St. Louis. Please see “Putting the Fun in Fundraising: Ideas for Coordinators” in the Coordinator Tools section of our website, www.KeepArtHappening.org.



Making the “Ask”

You and your campaign team will be asking your peers to support the arts in our community. Successful Workplace Giving Campaign Coordinators know that it takes more effort than just distributing pledge cards. Follow these simple rules:

1. Know your facts
 - Familiarize yourself and your team with the information in this handout.
 - Go to the Arts and Education Council website, www.KeepArtHappening.org, and learn about the organizations the Council supports. Find out if any of your employees are involved in any of these groups.
 - Know what your goal is and how much you need from each individual to meet the goal.
 - Prepare an “elevator speech,” a 30-second mini-commercial on why your organization feels that supporting the arts is the right thing to do.
2. Show your commitment
 - Be prepared to increase your personal pledge before asking co-workers to increase theirs.
 - Ask top managers or administrators in your organization to make increased gifts to start the campaign.
3. Make it personal
 - You and your team should plan to speak personally to every potential donor, regardless of whether you are planning a kickoff rally or group event.
 - Try to find a time when you will have the donor’s undivided attention.
4. Ask in practical terms
 - Ask for contributions in terms potential donors can relate to: \$1 per pay period more (if your organization offers payroll deduction), the price of a cup of coffee each week, or the amount the donor might spend on tickets to a performance.
 - Show the benefits of membership in the Arts and Education Council, for donations of \$50 or above. This works out to about \$1 per week (or \$2 per pay period if using payroll deduction). Two-for-one admission and discounts make the membership pay for itself while adding the benefit of knowing you’re helping fund arts, education and outreach.
5. Be prepared for concerns
 - Know your materials and answer questions honestly. Your Council representative can help answer particular questions potential donors may have.
 - Be realistic about the current economic climate, but don’t dwell on it.
 - Express the impact of a strong and vibrant arts community on our region’s prestige as well as our local economy and employment.
6. Say thank you
 - Acknowledge every donation promptly.
 - Regardless of the outcome, thank each employee for his or her time.

Coordinator Tools

Each year we strive to make it easier to reach your goal. All tools can be found on our website at www.KeepArtHappening.org. On our website you will find:

About the Arts and Education Council

- Fact Sheet
- Who We Support - 2010 Grantees
- 2010 Member Benefits
- 2010 Board of Directors
- Children and the Importance of Arts Education

Multimedia – Coming Soon

- 2010 Campaign Video
- Who We Support - 2010 Grantees

Sample Letters and E-mails

- Campaign Kickoff e-mail
- Letter/E-mail from Coordinator
- Retiree Letter from CEO/Superintendent
- Campaign e-mail Messages
- Employee Thank You Letter/E-mail from CEO/Superintendent

Visuals

- The Arts Need You 11x17 Poster (PDF)
- The Arts Need You square graphic
- 2010 Campaign brochure (PDF)
- Goal Chart

Arts and Education Council Logos

- AEC Logo color
- AEC Logo black/white
- AEC Logo color, high-res



Forms

- Pledge Card (PDF)
- Tally Sheet (Word format)
- Tally Sheet (Excel format)
- Coordinators Handbook
- Putting the Fun in Fundraising

Personalize Your Materials

We hope these new materials give you the tools you need to make your campaign your own. Please contact us if we can provide you with any other materials.



What St. Louis Says About the Arts and Education Council

“The Sheldon's concerts, art exhibits and education programs all happen because of the Arts and Education Council. In fact, the great music, dance, drama and visual arts in St. Louis rely on this important source of support. We back the Council's efforts because we can then bring the arts to life for thousands of adults and young people each year!”

Paul K. Reuter, Executive Director, Sheldon Concert Hall

“As much as we are thankful for the financial support that A&E lends, what we most appreciate is our ability to reside in the Centene Center for Arts and Education and share space with all the other small and mid-size arts organizations that live and work there. It allows for terrific collaboration, and develops a real sense of community within the arts world in St. Louis.”

Cliff Froehlich, Executive Director, Cinema St. Louis

“The Arts and Education Council provides The Rep with unrestricted operating support we know we can count on, enabling us to maintain the quality of our productions on stage and to continue to enhance and expand our community education and outreach efforts. We, along with audiences throughout the St. Louis region, are grateful for the sustained commitment by A&E to the performing arts.”

Mark Bernstein, Managing Director, The Repertory Theatre of St. Louis

“A&E's invaluable support makes it possible for Jazz St. Louis to focus on our mission of bringing great music to our community. The Council's support touches all of our programs from performance to education to outreach.”

Gene Dobbs Bradford, Executive Director, Jazz St. Louis

“The St. Louis Children's Choirs is grateful for the financial support of the Arts and Education Council, which helps the Choirs keep tuition affordable so that we can include as many children as possible who love to sing.”

Barbara Berner, Artistic Director and CEO, St. Louis Children's Choirs

“The Arts & Education Council provides us annually with invaluable financial support and collaborative opportunities. These contributions assist us not only in providing the St. Louis community with the highest quality musical theatre performances, but also in providing critical arts education programming to local students. The fabric of the arts community in St. Louis is truly richer because of A&E's continued commitment to making art happen in our city.”

Jack Lane, Executive Producer, Stages St. Louis

“The Arts and Education Council gives us the needed resources to bring beauty, joy and pleasure to this community through its support for the arts. COCA joins the many other arts organizations in gratitude for A&E's commitment.”

Stephanie Riven, Executive Director, COCA

**THE ARTS
NEED YOU**



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