



Below are examples of email messages you could use to remind employees of activities and deadlines and to thank them for their support. There are fill-in-the-blanks throughout the messages for you to add your own personal information.

**Subject Line:** ArtsKC Campaign Launches in \_\_ Days!

**Timing:** A day or two before the kick-off

**From:** Employee Campaign Manager

**Message:**

Are you looking for a pick-me-up in the middle of the day? Come to the cafeteria (insert location, day and time) where (insert CEO) will kick-off our ArtsKC employee giving campaign! We will unveil raffle prizes and fun giveaways and enjoy a guest speaker from (insert name of arts speaker and/or entertainment). Keep your eyes open for more details. This will only last about \_\_ minutes and we guarantee you'll have fun!

---

**Subject Line:** ArtsKC Campaign - Give Today!

**Timing:** Middle of campaign

**From:** Employee Campaign Manager

**Message:**

We have just kicked off our annual campaign to raise money for ArtsKC's Grantmaking program, and I would love your help to reach our company goal of XXX! I love this city's vibrant and diverse arts scene, and that's why I have committed to an annual contribution of YYY. You can donate to the campaign by completing the attached pledge form or going online to [www.ArtsKC.org/donate](http://www.ArtsKC.org/donate) and selecting our company from the list of Workplace Giving campaigns.

Just \$10/month goes a long way to achieving our goal, AND gets you access to exclusive, backstage arts events throughout the year. Check out the full season line-up at [www.ArtsKC.org/encounter](http://www.ArtsKC.org/encounter).

If you love living in a community with accessible, affordable, amazing arts offerings, consider making a donation before our campaign ends on XXX! You can even do a super-easy monthly recurring donation or give via payroll deduction.

Every dollar we raise will be used to ignite the creativity of local artists, arts organizations, and arts programs to pursue new projects, reach larger audiences, and heal communities. Your donation will support artists like Jon Brick, whose ArtsKC Supported project is profiled below [pick from one of the grant recipients profiled below, or choose a story that speaks to you specifically].

I hope I can count on your support and thank you so much!

**A few notes:**

- You can find all things ArtsKC on the web at [www.artskc.org](http://www.artskc.org)
- You can find a list of all ArtsKC grant recipients at [www.artskc.org/grantrecipients](http://www.artskc.org/grantrecipients)

- For as low as \$10/month, you can become a member of the ArtsKC Encounter Program, and receive exclusive invites to ArtsKC programming, [www.artskc.org/encounter](http://www.artskc.org/encounter)

**Interview with Jon Brick, *Documentary Filmmaker*, ArtsKC Inspiration Grant Recipient**



"I was introduced to Rosilyn Temple, the subject of my film, about two and half years ago. My own mother, who had been volunteering for Rosilyn's organization, *Mothers in Charge*, brought her story to my attention. I was doing a promotional video to help *Mothers In Charge* get 501(c)(3) status. I knew it was documentary material.

About six years ago, Rosilyn lost her son to homicide. It was right before Thanksgiving, and her son had just gotten a new job and a new apartment. Two days before Thanksgiving he was locked into the apartment and murdered. What Rosilyn went through that night, from 6pm to 6am, was horrifying. She later made it her goal and mission prevent any other mother from going through what she went through. Rosilyn went to the chief of police, and asked how she could help—and how she could change things. Six years later, she's the first person the police call following a homicide, and she goes to every homicide scene in Kansas City.

Rosilyn built a relationship with the KCMO police. She works with the squads, and she bridges the gap to the community. She comes from the inner city, but she is relatable to both the community and the police. That's why the documentary is called *Uncommon Allies*.

The Kansas City, Missouri, police, as opposed to some other cities, are doing a great job. There's no answer on how to fix violent crime, and obviously, if we had the answer, everyone would be doing it. But the type of people the Kansas City, Missouri police hire are special—it's such a diverse work force—Hispanics, African-Americans, Caucasians. At the core of that, our police department is built around community relations. Here in Kansas City, you'll see the police working with the community in ways you don't see anywhere else. For example, on St. Patty's Day, they blocked off Westport, and came together to do a fun flash mob—complete with 'the electric slide.'

But homicide in our city is such a vicious cycle. I'm working on this piece of the story right here, where a five-year-old shot his three-year-old brother. It raises so many issues: education, poor parenting, lack of gun safety in homes. The guardian of the brothers went out to get lunch, and the five-year-old found an unsecured gun on top of the refrigerator, took it down, and shot the three-year-old brother, all with no idea of what he was doing. These kids are born into these environments where they don't know any better. The film explores the issues of how these kids are placed in such tough positions—they need police mentors, but they also need good parenting. The purpose of the film is also to bring those issues to the table, to raise awareness, and to show that one woman is making a difference in our city. Rosilyn, coming from where she came from, had

some periods in her life that were really tough. But for her to make a difference, to win awards, to receive the Kansas City Star's Citizen award, to receive awards from the FBI, to be praised by the police, and to have respect—it gives hope."

---

**Subject Line:** 100+ Grants made through ArtsKC – interview with Synergy Services

**Timing:** Middle of Campaign

**From:** Employee Campaign Manager

**Message:**

We are in the midst of our fundraising campaign for ArtsKC! All the money raised this week/month supports ArtsKC's Grantmaking program, supporting more than 100 projects and programs throughout Kansas City. Check out the story below from grant recipient, Synergy Services, Inc. and remember to complete your pledge form by XXX and turn it in to YYY.

### **Interview with Corky McCaffrey & Synergy Services, ArtsKC Catalyst Grant Recipient**



"There are two thousand kids every day in Kansas City that at any given minute do not know where they will sleep tonight. We know we are low on that number, that realistically, there's probably more. But teens—especially—are very good at hiding. They will couch surf, or they will go and stay with a friend until that friend's parents get tired of them. That's why Synergy is here.

Synergy is a drop-in resource center. Anyone 12 - 19 year old can use our building. However, a lot of the kids who come in here are homeless. So they can take showers, they can do their laundry; they can get something to eat. The shelter for homeless teenagers, called Synergy House, is a 24 bed home. It's a very short-term shelter. With 2,000 kids every night, we don't have a place to sleep all of them, and it's not a place that can work for all-the-time. But we work to get these kids homes from the moment they walk in the door.

We also transport the kids back to whichever school they are going to, from the shelter. It's bad enough being homeless; we don't also want the kids to have to start over at a different school when they come here. We also have medical and dental facilities, right on-site, staffed by doctors and dentists from Children's Mercy, and Miles to Smiles.

This (pictured top left) is our recording studio, where the kiddos can make and record their own music. That music might be a Christmas gift that the kids can give their families or friends, since

they might have nothing else to give. It doesn't matter where you are or who you are, there's always a way to give back.

This (pictured top right) is our art studio. Take a look at the paint caked on the tables. It actually took us years to get here. Kids who come here can work in just about any medium they want, with the exception of a blow torch or molten metals. We have potter's wheels, kilns, paper and paints.

**Art is inherently healing. Humans, and especially children and teens, are good at hiding their true feelings. They will bury their emotions rather than coping with them. If children are given the appropriate resources—like this room—they can emerge and find their resilience.**

This wall behind me is an ever-changing gallery. One of the most poignant things I ever saw was an assignment where the kids were to make plaster-of-Paris masks. On the outside of the mask, students were to paint how the world saw them, and on the inside, how they saw themselves. One of the students, on the outside of her mask, painted rainbows, flowers, kittens—covered her mask in fairy dust. But on the inside, the mask was completely black. This room gives kids the ability to get in touch with emotions like that, to express feelings they might not know they had, and to explore the hurt.

**We love ArtsKC. This is where the grant money we get from ArtsKC goes to—directly into the art room—and into the lives of the children who come here to use it.”**

---

**Subject Line:** ArtsKC Campaign Pledge Forms Due

**Timing:** A day before the end of your campaign

**From:** Employee Campaign Manager

**Message:**

Our ArtsKC Campaign is quickly ending. If you have already turned in your signed pledge form, thank you for your support. If you haven't, take a few minutes now to fill out the pledge form and return it to me (or go to [www.ArtsKC.org/donate](http://www.ArtsKC.org/donate)). Our company's campaign wraps up tomorrow and I want to be able to put your name in the raffle for (mention a prize/incentive).

Remember, donors who give at least \$120 (just \$10 per month) become members of the ArtsKC Encounter program, with access to exclusive arts events around the region!

Also, if you are participating in the campaign, plan to join us for our finale celebration on (insert date and time). With your support, I know we will make our campaign goal. Thank you!

---

**Subject Line:** We reached our ArtsKC Campaign Goal – thank you!

**Timing:** As soon as possible after campaign ends

**From:** CEO (if not available, then use Employee Campaign Manager)

**Message:**

A heartfelt THANK YOU to all who participated in the ArtsKC employee giving campaign. Thanks to you, we successfully reached our goal of \_\_\_\_\_. In appreciation of your effort, we're having a

celebration on (date) for all employees who participated in the campaign. Watch your inbox for more details and again thank you for your tremendous support of this effort.

## Mid-Week E-mail Reminder to Increase Campaign Momentum

Dear Fellow Employee:

We are already halfway through our ArtsKC Campaign and we're off to a great start! If you haven't done so already, please take a moment to review the ArtsKC Campaign brochure you received and consider making a pledge. The brochure is full of details about the ArtsKC Grantmaking Program, and contact information should you have additional questions!

Your investment in ArtsKC does some incredible things:

- **Your donation makes the arts more accessible.** ArtsKC believes that everyone from working families to single parents, urban core to rural teens, and budget-conscious Millennials to seniors on fixed incomes should be able to enjoy the arts in our region. ArtsKC Grants support transportation and education programming, arts groups working in diverse and underserved communities, and organizations providing free events throughout our five-county region.
- **You benefit from a vibrant and thriving arts community, whatever your level of participation.** The arts have an impact on our community beyond the experience of each individual audience member. They attract businesses, talent, and tourism to the region. They account for \$276 million in annual direct expenditures, and they beautify our city and enrich our daily lives. ArtsKC donors value our entire region and view the arts as an asset to its overall health and vitality.
- **Your donation supports traditions of excellence as well as innovation and entrepreneurship in the arts.** ArtsKC Grants encourage our region's entrepreneurial spirit alongside sustaining our well-established arts traditions. Whether it is an individual artist inspired to embark on a new collaborative venture or a larger arts organization experimenting with a new program, your donation provides support for these ideas. By supporting well-established arts organizations that serve the largest populations of the region, your donation also helps to preserve our collective cultural traditions for future generations to enjoy.
- **Your donation matters!** Whether your gift is \$25, \$250 or \$25,000, you are part of a valuable network of arts supporters who make this community vibrant.

Our Employee Campaign Manager (name) has extra pledge forms and can answer any questions you might have.

Thank you for your consideration and support.

CEO/Division Manager/Team Leader

## Thank-You Letter to All Who Participated

Dear Fellow Employee:

Thank you for helping to make (our company's) workplace campaign for ArtsKC a great success. With your help, we (reached/exceeded) our goal of \$\_\_\_\_. Importantly, we each have made a significant and worthwhile investment in Kansas City's thriving arts community.

Thanks to your generosity, arts organizations like the [Heart of America Shakespeare Festival](#), programs like [Synergy Service's Youth Resiliency Center](#), and outstanding individual artists like [Making Movies](#) will continue to receive vital investment from ArtsKC. This diverse mix of cultural assets adds enjoyment and meaning to our lives.

The next time you enjoy a performance at the Kansas City Repertory Theatre, the Coterie Theatre or Starlight Theatre – the next time you bring your out-of-town guests to The Nelson-Atkins Museum of Art, the Kemper Museum of Art or the American Jazz Museum – know that your gift to ArtsKC helped make it possible. (List arts organizations that your employees connect with most)

Thank you for making a real difference in our community.

Sincerely,

CEO