



pARTicipate



Annual **ARTS** Campaign
2011

Workplace Volunteer Guide



ArtsinStark
Kids. Jobs. Communities.

Lucky You!

Not only have you been selected to represent your company as the “official” workplace representative for the Annual Arts Campaign, but, by doing so, you not only get to be one of our favorite people – but you can also get some FREE stuff.

And, you’ll have to commit to less than 3 hours ... on company time.

What do you need to do?

- Say **Yes**. Agree to coordinate a workplace campaign for ArtsinStark between the Annual Arts Campaign timeframe (March 4 – May 25).
- **Get some help**. Ask a few co-workers (ideally from other parts of the company) to assist you.
- **Book a Date** for ArtsinStark folks to come in and meet with your staff. Ideally, in a conference room with the bait of some food. Make sure that your CEO can be present and as many top managers as possible.
- **Communicate** the above gathering with email, posters, v/m reminders, etc.
- **Make your personal pledge**. It’s much easier to nudge your coworkers to pARTicipate in the campaign, once you have done so yourself.

Planning Your Internal Campaign

Set a campaign goal.

A campaign goal can be dollars raised and/or number of employees participating. Your ArtsinStark representative (Judi or Marci) will be able to show you last year's information for your company, if it's available.

Confirm payroll deduction.

The easiest and most efficient way to collect funds is through payroll deduction. Please confirm that this is available, and who is the CONTACT PERSON for payroll at your organization.

Determine if you have an internal budget. The most successful ArtBreaks include food. Do you have a small budget for cookies/coffee even boxed lunches? This budget can also be used to secure additional incentives to nudge folks to come to the meeting (example – everyone who attends gets their name in the basket for a gas card, restaurant certificate, etc.)

Make it fun. Sure you're asking for your peers to come to a meeting – but we promise that there won't be any out-of-focus overheads, boring reports, grandiose speeches or assignments that need to be taken home. An ArtsBreak is just that ... a break.

Have food. As silly as it sounds, food is a draw. Consider having cookies, ice cream, slushes, whatever floats your boat and will make your co-workers jump on board for the 20 minute in-office ArtsBreak.

What is ArtsinStark?

ArtsinStark began over 40 years ago in 1968, with the dream of building a Cultural Center for the Arts along side the Canton Civic Center. In 1970, that dream came true. Today ArtsinStark is the County Arts Council. We are a non profit organization that gives out grants, manages the Cultural Center, and runs the Annual Arts Campaign. We are committed to using the arts to create smarter kids, new jobs, and healthier communities.



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ArtsinStark.com

What is the Annual Arts Campaign?

The Annual Arts Campaign is administered by ArtsinStark to solicit partial operating funds for the seven largest arts organizations in the county (Canton Ballet, Canton Museum of Art, Canton Symphony Orchestra, Canton Palace Theatre, Players Guild Theatre, the Massillon Museum and Voices of Canton, Inc.) and to raise funds for dispersion to approximately 75 additional non-profit arts and cultural groups and artists. In addition, funding is used to operate the 330,000 sq. ft. Cultural Center for the Arts.

This year's Annual Arts Campaign chair is **Karen Belden**

Director of Firstmerit Corp.

Trustee of Mount Union College

Realtor with Prudential-DeHoff Realtors,

This year's dates: **March 4 – May 25, 2011**

This year's goal: **\$1.55 million**

This year's theme: **pARTicipate**

What is a Workplace Campaign?

Think United Way. Sorta.

Like United Way, we have a regulated time in which we can raise funds; a time period that does not compete with other major social service campaigns or with fundraising drives undertaken by individual arts organizations in Stark County.

A workplace campaign is a time to *increase awareness* of what we do to benefit the community, and in turn, *hopefully raise funds* to allow us to continue our efforts.

Our goal – *We want to change the fact that most employees don't go to the arts, don't understand what the arts are doing for their families and certainly, don't give money to the arts.*

We want your employees to learn about the arts, so we sometimes bring in artists, representatives from arts organizations or ArtsinStark grant recipients to perform and/or tell their stories. We also share “culture facts” about Stark County.

We want your employees to go to the arts, so (when possible), we give them free tickets and discounts to area happenings.

We want your employees to donate to the arts – and we invite them to do so. ***No high pressure selling.*** Just a simple ask.



Over the next 5 years,
we want to have 50 workplaces for the Fund for ArtsinStark.

We are almost ½ way there.

Timing of a workplace campaign

Campaign Runs from March 04 – May 25, 2011

No two campaigns are created equally. But, ideally a week is earmarked to be “ArtsWeek” at the company.

The objective of an ArtsWeek is to allow employees to do some arts activities not normally associated with their day-to-day jobs, while at the same time, getting them to realize that the arts may not be as scary, far-out or intimidating as some may imagine.

We’re trying to get everyone at the company to somehow **pARTicipate** (*the theme of this year’s campaign*) at least once in the week – and also ideally making a contribution to the Annual Arts Campaign. .

In the **ideal** version of an **ArtsWeek**, the following would be planned:

Monday	CEO letter goes out announcing ArtsWeek and offering support.
Tuesday	Random performance of local artist, some type of activity in the workplace *
Wednesday	Our staff does their mini presentation (ArtsBreak) with food, fun, and an ArtsinStark <i>grants in action</i> community member. Maximum 30 min.
Thursday	Artsy e-mail or voice-mail reminder that pledges due on Friday
Friday	Possible internal raffle of supporters from the week (used as an incentive) Collection of completed pledge materials.

** Depending on your organization and the willingness of your staff, the ArtsWeek actions can be something as simple as an Employee Art Show in the lunchroom. One company chose to feature the artwork of their children, grandchildren, nieces/nephews on a mock-up of a large refrigerator).*

Performers, some of whom can be arranged by ArtsinStark, can be slotted in some random setting and timeframe of the week. Consider a violinist greeting your employees as they start the day or a juggling walking around during a few minutes at lunch. One downtown company offered a guided lunchtime tour of the Canton Downtown Arts District.

The 20 minute ArtsBreak (within an ArtsWeek)

- 2 minutes **Introduction by** Company Head Honcho or Representative
- 3 minutes AIS person explains who is here and what we are doing
To build audiences and raise money for the arts --
- 5 minutes We play a quick PARTICIPATE game/Hands-on activity
(and give away cheesy prizes)
- 3 minutes Testimonial /performance from **Grant Recipient**
- 3 minutes We make **the pitch**—talk about **pARTicipate**
- 2 minutes We **thank everyone**.
- 2 minutes Today's donors get their goodies.



Some ways to assure your workplace success

Company CEO support. Commitment needs to come from the top. Company CEO support should take form in a personal pledge to the Annual Arts Campaign and his/her signature on a letter (sample enclosed) to all employees endorsing the 2008 campaign.

Appointment of a **workplace coordinator** to be the “insider” for the campaign and the liaison with ArtsinStark staff. ideally a team player with good communication skills, a personal and/or family interest in the arts, and someone with volunteer experience

Authorization of **payroll deduction**; possible “match” by company for individual gifts.

A **specific goal** to be reached. This can be a monetary figure; number of contributors; percentage increase from last year etc. It’s your goal so it should be unique to your workplace.

Round up some volunteers. A planning committee can divide up responsibilities and recruit additional volunteers to help with major campaign tasks like communications, pledge card distribution/collection, and coordination of special events.

- Select Committee Members from different department – this will produce better ideas, higher campaign visibility, stronger word-of-mouth promotion.

Keep your co-workers informed and in the loop! Remind them of your campaign goal, and update them day-to-day with campaign status reports!

Play. Put connection and creativity in your Arts Breaks. Think “out of the box,” and engage co-workers by uncovering hidden talents

Say "Thank You"... over and over and over



Other stuff you may want to do

Use the Annual Arts Campaign Materials. We will supply you with hard copies of campaign brochures, pledge materials and workplace posters. And, you can download all these things as .pdfs on our website (ArtsinStark.com) and personalize them, as you wish. The point – we got you covered with stuff.

Use your company's inner-office mail or e-mail. As a reminder, please put the ArtsWeek info and a link to our website (ArtsinStark.com) on your company news vehicles.

Consider a staffed table to collect pledges. During the ArtsWeek, you may want to have a representative from your office available to collect pledge materials and answer any questions about ArtsinStark and the cultural offerings in Stark County. (Don't worry. We'll load you up with info.)

Some ideas for an ArtsWeek

You can generate interest and involvement by showcasing ideas and talents of your employees and their families.

Employee Art Project.

How about engaging your employees to create a Jackson-Pollack-like work of art with your CEO throwing the first paint splotches and employees following his/her lead.

Hand out Pledge Cards Personally.

How about asking your CEO to walk around your organization, in some artistic outfit or hat and handing out both snacks and pledge cards to everyone personally?

CEO Voicemail messages

Consider asking your CEO to record a message that can be sent to all employees at the start of the ArtsWeek. With the majority of employees out of the office, voice mail and other forms of electronic communication (text messages, etc.) are key to success.

Give each employee a token (arts-related) gift.

On the first day of your ArtsWeek or the day of the ArtsinStark presentation, consider a surprise waiting at the desk for each employee as they start their day. Maybe a brochure and a balloon or noisemaker – for the theme The Arts are Exploding!

Hold a Workplace Idol

If your workers need a boost (and a laugh), consider holding a Workplace Idol (like American Idol). Make sure you feature senior management in their lip-syncing routine.

Schedule a Daily Artsbreak – Same time/same place

Every day during your workplace ArtsWeek, consider having a Brown Bag luncheon for the Arts. Develop a list of arts-related topics that will appeal to your workforce. Bring in some guest speakers or search out local “arts” experts within your workplace.

Pose an employee creativity challenge.

How about encouraging employee creativity during your ArtsWeek? Maybe you could have a design contest where the most interesting (creative) entrance earn a prize. Maybe employees can create a piece of art from something in your product line or from pennies, seeds? Maybe they could design a T-shirt for the arts.

Sidewalk Chalk Contest at Lunchtime

This is simple. Inexpensive. Fun. Organize your company’s First Annual Chalk-a-Thon. Hold the contest during lunch time and consider having individuals and/or departments compete during lunch hours. Maybe you could have prizes for things like the Best Imitation of a Famous Work of Art; Best Use of Color; Most creative: Most crazy.

The Art of Food

Host a cook-off in the employee cafeteria. Maybe dessert, soup, chili, sandwiches – best use of a blender.

Real Execs do Cook.

Consider the execs making breakfast or lunch for the team. Have them wear chefs’ hats and play up the part.

Have a Company Drawing to Jumpstart early givers.

Offer some type of incentive to those employees who pledge early.

Add a company incentive.

Everybody wants to get something for their efforts. Maybe those who pledge a certain dollar amount (\$36) during the ArtsWeek would be entered into a drawing to win a DVD player or something of value.

Start the day with java and strings.

Consider starting the day with a strolling violinist / guitarist.

See who's a good Sport:

- CEO to kiss an animal (pig, chicken)
- Hula hoop competition with senior management
- Tricycle races
- Executive car wash or shoe shine

Ugly Tie – Sweater – Jewelry contest

Invite associates to wear their ugliest tie, sweater, jewelry item and then have everyone pick the winner.
(vote with \$ for winners)

Office Olympics (departments)

- Tug of War
- Ping pong a thon
- Putt putt contest around the office

Auction -- DVDs, books, music

Draw the Management Contest

Making Art with a Local Artist – have a local artist come in at lunchtime for a make-n-take project.

Have Lunch with Art – Brown bag it at the Joseph Saxton Gallery of Photography, Anderson Creative, 2nd April.

We're here to help.

For ArtsinStark answers from the top:

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**List of area artists
List of things to do
List of grants recipients**