



## In-House Coordinator Campaign Resource Guide

Contact: Eve White | [eve.white@artsandscience.org](mailto:eve.white@artsandscience.org) | 704-335-3042

### About ASC

ASC seeks to ensure all residents and visitors have access to a vibrant, excellent, relevant and sustainable cultural community. We advocate and provide grants and services to support arts, science and history organizations and creative individuals.

### Arts & Culture Sector

- Generates more than **\$360 million in regional economic impact.**
- Supports **58,000 creative jobs** in our region.
- Contributes **\$32 million in local and state government revenue.**

### ASC

- Funds more than **3.1 million cultural experiences.**
- Provides **4,910 contact hours** in capacity-building programming for nonprofit staff and board members.

### How to Give & Giving Methods

Donors can make their gift to ASC through a secure, online giving site or by completing a pledge card.

- **Online Giving** - Each In-House Coordinator will receive a giving link (specific to your workplace) embedded in ASC campaign email templates. Simply cut, paste and send to your colleagues.
- **Pledge Cards** – Pledge cards are available for donors who prefer off-line giving via cash or check.

Donors can support ASC's work to ensure Culture For All in a variety of ways:

- Payroll Deduction (verify if offered by your organization)
- Credit or Debit Card
- Bill Me: Month (April-December) or Semi-Annually (June & December)
- Cash or Check (Pledge Card Only)

### Pre-Campaign Prep Checklist

1. Complete your Online Giving Set-Up Form and Organization Payroll Information (if applicable).
2. Send an email to your colleagues one week prior to let everyone know when ASC's Giving Campaign will begin.
3. Check in with last year's donors prior to kick-off, thank them for their past support and let them know the cultural community will continue to thrive with their support. Previous years' giving lists are available upon request.
4. Check your colleagues' vacation schedule. If anyone is out of the office during your campaign, then collect their pledge early; make sure everyone has an opportunity to support the cultural community.
5. Make room for fundraisers! Is your organization packed with pranksters? Is your office full of sports fans? Bake Sales, Change Wars, Desk Flocking and Cook-Offs are fun ways to engage your colleagues and raise funds for the cultural community. Find more inspiration for fundraising activities in our list of [Engagement Ideas](#).

## Setting A Goal

Set a campaign goal and let your colleagues know. Share the reasons why you selected this goal and why you believe it's attainable. You can watch your donations grow on your progression bar displayed on the online giving page. Encourage 100 percent participation from your employees, by floor or department, for some healthy workplace competition!

## Personalize your ASC Campaign

ASC's mission is to ensure access to an excellent, relevant and sustainable cultural community for the Charlotte-Mecklenburg Region. Share with your colleagues how ASC's mission aligns with not only your company's values but also the reasons you love to work, live and play in Charlotte-Mecklenburg.

Do you or someone in your company have an impact story? Here are some questions to inspire your own impact story for the campaign.

- Have you heard of [Charlotte Culture Guide](#) or [CulturePicks](#)? Perhaps you or others in your office have used these resources to plan an outing or to support arts and cultural activities in the community. The giving campaign provides a great opportunity to share these experiences.
- Another way to personalize your campaign is to reflect on any ASC-related student or in-school experiences you're aware of and would like to share.
- Perhaps you or other members of your organization have participated in [ASC's Cultural Leadership Training Program](#) and would like to explain the benefits.
- Did you or a colleague have a wonderful time at a festival, performance, event or exhibition?
- Has an Arts & Science or History experience impacted you in a way that changed your life or made a difference?