



Employee Engagement Campaign Sample Email Messages

Pre-Campaign Email

Video: <https://youtu.be/Rm7LpQ28cwY>

Subject: Invest in your cultural quality of life

Investing in arts, science and history is important to [COMPANY], and we want to ensure Charlotte-Mecklenburg's cultural community enriches the quality of life you and your family enjoy. [For the past 60 years](#), ASC has worked to do the same.

Stay tuned for your chance to play a role in our annual ASC giving campaign on [DATE]. When you support [ASC](#), you help ensure access to a vibrant and diverse arts and cultural community for all. There will be many ways for you to get involved, above and beyond donations, to see your support at work.

Thank you.

Campaign Launch Email

Video: <https://youtu.be/Rm7LpQ28cwY>

Subject: Support Culture For All

[COMPANY] will launch its annual campaign to support [ASC](#) and their work to ensure access to a vibrant and diverse arts and cultural community on [DATE]. Join us for a chance to hear from an ASC representative and enjoy a performance by _____ for the campaign kick-off on [DATE] from [TIME a.m./p.m.] to [TIME a.m./p.m.].

[COMPANY] values the cultural community and the important role it plays in driving the economy, education and the quality of life for Charlotte-Mecklenburg residents like you.

Please join us in supporting this important cause and **make your pledge today** ([INSERT CUSTOM URL](#)) (**password: ASC**). Check out [this brief video](#) to see ASC'S impact in 2017-18 and come to the kick-off to learn more about how ASC ensures Culture For All.

Thank you for your support!



Career and College Transition Email

Image: <https://www.artsandscience.org/wp-content/uploads/2016/04/lucia-studio-345-logo.jpg>

Subject: Make dreams a reality for high school students

Lucia Castañeda always wanted to study art. “I felt unable to explore art in my high school classes,” said Lucia, who graduated from South Mecklenburg High School in 2016. “I felt discouraged to explore my own creativity.”

[ASC’s Studio 345](#), a free, out-of-school arts program for Charlotte-Mecklenburg high school students, changed that. At Studio 345, Lucia gained hands-on experience from professional teaching artists at no cost to her family. Now she’s realizing her full potential at the School of the Art Institute of Chicago (SAIC) on a merit scholarship.

Since the program’s start in 2012, Studio 345 students have achieved a 99.6% high school graduation rate. When you give to ASC ([INSERT CUSTOM URL](#) (**password: ASC**), you create opportunities for students like Lucia to realize their dreams.

[Read more of Lucia’s story and see your gift at work.](#) As a thank you for your gift of \$10 or more, you’ll receive a [Connect with Culture card](#) loaded with special offers and discounts on cultural experiences.

Thank you for your support of Culture For All.

Supporting Creative Individuals and Cultural Diversity Email

Image: https://www.artsandscience.org/wp-content/uploads/2019/02/JulioGonzalez_FlowerMaking.jpg

Subject: 3,000 Flowers and a Day of the Almost Dead

With the right tools in hand, we can build appreciation for a vibrant cultural life. Thanks to a camera purchased with grant support from ASC, local artist Julio Gonzalez used his Día de Los Casi Muertos (Day of the Almost Dead) project to unite community members across cultural differences.

The project engages community members of diverse ages and backgrounds through sculpture, video and photography. Julio even [hosted flower-making workshops at local breweries](#) where he and participants created the 3,000 marigolds incorporated into his multimedia experience.



From 2016-2018, ASC supported 72 creative individuals in the region through Regional Artist Project Grants and Creative Renewal Fellowships. When you give to ASC ([INSERT CUSTOM URL](#)) (**password: ASC**), you equip Charlotte-Mecklenburg's creative individuals to reach new heights.

Thank you for helping ASC ensure a vibrant cultural life for all in Charlotte-Mecklenburg.

P.S. With a gift of \$10 or more, you'll receive a [Connect with Culture card](#) packed with savings to help you enjoy our cultural community.

[Impact of ASC-funded Organizations Email](#)

Image: <https://www.artsandscience.org/wp-content/uploads/2018/11/InReach-web.jpg>

Subject: Let's celebrate what makes us unique

Everyone deserves a chance to shine in the spotlight. Thanks to an [ASC Cultural Vision Grant](#), more members of Charlotte-Mecklenburg's special needs community can participate in the performing arts, be paid for their time and serve our community.

InReach, a local non-profit that serves individuals with intellectual and developmental disabilities, is empowering its clients to achieve their dreams through *Barnyard News*. *Barnyard News* is a 15-minute puppet show geared toward young children and performed entirely by InReach's special needs clients. With support from ASC, InReach doubled the size of its puppetry troupe and provided each performer with a small stipend.

"All of us puppeteers have differences, and we're teaching kids about differences," says Jillian Bockenek, an InReach client who performs six characters in the troupe's show.

[Read more about *Barnyard News*' impact in our community.](#)

When you give to ASC ([INSERT CUSTOM URL](#)) (**password: ASC**), you teach acceptance and celebrate what makes us unique. And, your gift makes enjoying our vibrant cultural community even easier. Donors who give \$10 or more will receive a [Connect with Culture card](#) packed with special offers and discounts.

Thank you for your commitment to Culture For All.



Last Day of Campaign Email

Image: <https://www.artsandscience.org/wp-content/uploads/2018/02/Gantt-Center-Kids-dancing.jpg>

Image credit Harvey B. Gantt Center for African-American Arts + Culture

Subject: We're counting on you.

Today is your last day to give to ASC in our annual campaign and help ensure access to arts and cultural experiences in Charlotte-Mecklenburg for students, neighbors, families and visitors.

We're counting on you to help us ensure Culture For All. Please make your gift today. [INSERT CUSTOM URL \(password: ASC\)](#)

Thank you for your support.

P.S. – Donate \$10 or more and receive a [Connect with Culture card](#) packed with savings and special offers on cultural happenings in Charlotte-Mecklenburg!