

The 2014 Collaborative Campaign for the Arts Kicks Off

BY DENISE C. BEALIN

Each year, from February 1 through April 30, United Arts and our community's cornerstone cultural institutions work to raise critically needed funds through the collaborative *Campaign for the Arts*.

Last year, United Arts introduced an Early Bird effort to this campaign. This simple mailing launched on November 26, 2012, and secured over \$500,000—more than 30 percent of the total goal—before the campaign officially kicked off. That gave an enormous boost to the campaign that was sustained right through to its finish. By working together, United Arts and the cultural community raised nearly \$2 million for the best collaborative campaign finish in five years—altogether, an amazing accomplishment that decisively demonstrated Central Florida's commitment to the arts.

The 2014 *Campaign for the Arts* will kick off formally on February 1, while the Early Bird phase will launch

on November 25, 2013, and run through January 8. Responses to the Early Bird effort benefit the cultural community by letting us count your support early. In addition, a strong early response builds a wellspring of support that inspires other donors to give, ultimately giving the entire campaign a lift.

Responses to the Early Bird effort benefit you because once you respond, you are removed from United Arts' campaign mailing lists and those of our cornerstone partners. You eliminate the multiple mailings you might otherwise receive through the balance of the campaign.

In 2014, United Arts will celebrate the 25th anniversary of its founding. In that important silver anniversary year, we once again invite our Central Florida community—new donors and renewing donors alike—to join us anew and to say with one voice, *The Arts Matter...* for our children, for our economy and for our community.

2014 Campaign for the Arts—Items of Note

Early Bird Phase: November 25 to January 8
Main Campaign: February 1 to April 30

Collaborative Campaign Match

Through the generosity of our corporate and Trustee donors, United Arts is able to provide a 15 percent match for designated gifts to the campaign's "cultural partners." A long-term goal of United Arts is to increase the match.

Participating Cultural Organizations

Official participation in the collaborative Campaign for the Arts as a "Cultural Partner" is limited to United Arts' large-budget operating support grantees, who are named on the campaign pledge forms. Additional organizations may be written in. In 2014, the number of cultural partners will grow by two to a total of 19, including Garden Theatre, Mad Cow Theatre, Orlando Ballet, Orlando Philharmonic Orchestra and more. Please visit our website for a complete list of participating cultural partners.

Donor Benefits

Orlando Arts Magazine: This bimonthly, full-color magazine, published in partnership with Visit Orlando, is a gift to United Arts' contributors of \$50 or more.

United ArtsCard: This valuable buy-one-ticket-get-one-FREE and discount card is an additional gift to United Arts contributors of \$100 or more.