

Five Reasons to Conduct a Work for Art Campaign



- **The arts are important to your employees.** 92% of Portland area residents believe that arts and culture are vital to the growth and development of our community, and 73% of our citizens participate in nonprofit arts events on a regular basis.
- **The arts are vital to our children's education.** More than half of our community's youth benefit from the arts education and outreach programs being offered by our local arts and culture organizations. Young people who participate in the arts have higher SAT scores and are proven to perform better in other academic subjects including math, reading, writing, and science. Work for Art supports more than 25 local arts organizations that are providing important arts education services that our public school system cannot.
- **A giving campaign enhances productivity and boosts morale.** Research shows that companies who engage their employees in charitable activities are 30% more likely to have employees who enjoy their work and who will work harder to make the company successful. Communicate your company's philanthropic goals and community values together with your employees to boost morale and generate pride. An arts campaign provides a unique opportunity for your company and your employees to be recognized in the printed programs of thousands of yearly arts events.
- **An arts campaign helps foster creativity and innovation in the workplace.** Companies can help cultivate this creativity by providing an employee giving campaign that includes hands-on arts activities.
- **The arts support your business.** Arts and culture activities help drive the economy and support the exceptional quality of life we enjoy throughout our region. Local arts organizations and their many outreach activities make our community a better place to live and do business.

Common Questions



"We already support the arts through our corporate donation. Why should our employees contribute, too?"

Chances are your employees care about arts and culture. According to Riley Research Associates, 73% of Portland area residents attend local arts events on a regular basis, and 27% donate money to these groups. 34% of all employees would consider a payroll deduction contribution to Work for Art if it was offered at their company.

According to the Cone/Roper Report, employees are 61% more likely to feel proud of their company's values when they understand and participate in the company's philanthropic efforts. This translates into higher job satisfaction and retention rates as well as better performance and customer service.

"Many of our employees are low wage workers. Why should we ask them to contribute to the arts or any charitable purpose?"

According to *The Chronicle of Philanthropy*, people who are on the lower end of the income scale are among those who give the highest percentage of their household income to charity. *The Independent Sector* reports that the #1 reason people do not give is because they are not asked.

By offering opportunities to make small contributions through payroll deduction or other means, your company is providing a service that enables lower wage workers to contribute to the causes they care about.

"Does adding another fund to our campaign take money away from other federations such as United Way and EarthShare?"

Campaigns with multiple giving options have been proven to increase employee participation rates and raise more money for the community. Overall giving has *increased* in every campaign that Work for Art and United Way participated in jointly.

Work for Art has strong relationships with United Way, EarthShare, and other local federated campaigns. We pledge to work together to expand donor choice and employee involvement at your company.

Many companies have found it even more successful to run their arts campaign in the spring, separate from their United Way campaign in the fall.

For more information about how your company can Work for Art, contact:

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