

# Employee Engagement

Through Arts, Science, & Culture



ARTS & SCIENCE  
COUNCIL



Campaign ToolKit

We're glad  
you're here!

Let's get

**Started**



**FIRST**, A huge thank you, and to all those who lead organizational engagement efforts. We know it's not an easy job and ASC is a proud partner in supporting you, your people, and teams.

In partnership with the Arts & Science Council (ASC), this toolkit serves as a guide to implementing a **powerful, engaging,** and **transformative employee engagement campaign**, also known as a **workplace giving campaign**.

ASC is Charlotte-Mecklenburg's largest cultural catalyst, driving economic growth and community retention through the arts, sciences, and culture. Our workplace engagement campaigns are not only are a vital, lifegiving tool to raise funds to support ASC's mission, but they are also designed to engage employees, create a **deeper connection** to the **local community**, and align **corporate values** with **meaningful causes**.



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# About Us

# Arts & Science Council



The Arts & Science Council (ASC) leads as the **voice of culture** in Charlotte-Mecklenburg, fueling **economic growth**, **community retention**, and **upward mobility** for all our residents.

In 2023, ASC invested over \$6.8 million to support more than 1,100 local creatives, nonprofits, and cultural programs. This investment impacted 8,000+ students through arts education, 36K+ local residents through Culture Blocks, and contributed to over 1,200 local cultural experiences.

## Vision

We endeavor to create a cultural mecca for artists to thrive, strengthening Charlotte's economic development and creating a cultural identity of belonging.

## Mission

Foster an inclusive, sustainable, culturally rich and engaged community where arts, science, and history play a pivotal role in enhancing the quality of life for all.

ASC drives Charlotte's economic vitality by investing in arts and culture to create a thriving, inclusive community that attracts tourists, retains residents, and supports local businesses. Our programs foster diverse, self-sustaining communities, enhance cultural expression, and promote a sense of belonging, making Charlotte a premier cultural destination. We remove barriers to access, celebrate diversity, and strengthen community bonds, positioning the city as a dynamic cultural hub that attracts top talent and contributes to sustained economic growth.



# Why focus on employee engagement?

**Lack of engagement is costing organizations a fortune!**

At (ASC), we empower employers to provide vital support to local arts, STEAM, and culture while engaging their teams in meaningful, value-driven initiatives. Through our Employee Engagement Campaigns, we also offer businesses the opportunity to live out their core values by creating authentic connection points for their employees—fostering employee wellbeing, strengthening team cohesion, and nurturing a sense of purpose.



businesses with engaged people outperform their peers by

**147%**  
in earnings per share

A **lack of authentic engagement opportunities** are causing employees to pursue alternative options and seek environments where they feel purposed and connected to their work and to their communities.

This lack of employee satisfaction and overall employee well-being creates organizational stagnation and instability. It ultimately leads to **significant people and revenue loss for employers.**

***We lose good people to “better opportunities” and the upward mobility of our communities and businesses suffer.***

## WHY PARTNER WITH US?

# Outcomes

In today's workplace, employees are looking for purpose and meaningful engagement. ASC's Employee Engagement Toolkit offers you the opportunity to authentically live your organization's core values and create environments with a priority on engagement and individual well-being. ASC offers your employees the opportunity to be part of something bigger—while contributing to the cultural and economic development of Charlotte.

With ASC, these campaigns go beyond financial contributions—they connect employees to a greater mission, cultivate a culture of well-being and giving, and provide opportunities for team development.



*\*\*All statistics pulled from GALLUP and available upon request*

# Everything you need to Get Started

## Step #1 Planning the campaign

**Set a Timeline:** Define the duration and key milestones of your campaign.  
**Engage Leadership:** Secure leadership involvement from the beginning by sharing kickoff messages and encouraging their support.  
**Provide Materials:** Utilize ASC's pre-designed materials including brochures, posters, and event ideas.

### 4 – 8+ Weeks Prior

- ☐ Create or assemble a team for planning and support and begin brainstorming.
- ☐ Review and/or request payroll deduction and E-Pledge information from ASC.
- ☐ Determine your Campaign Kick-Off Date and End Date.
- ☐ Establish your goals, both dollars and engagement, and review budget.
- ☐ Brainstorm possible theme event, and engagement ideas - ASC is happy to help or you can check out ideas at the end of this toolkit!
- ☐ Get Leadership on board and encourage them to send a company-wide letter to engage everyone. Next encourage department and leaders to send out a follow up to engage their individual teams and help get everyone excited (Letter examples and templates can be found at the end of this toolkit).
- ☐ Brainstorm with your team and with leadership on how to incentivize participation (PTO drawing? Gift Card? Recognition?).

### 3 – 6 Weeks Prior

- ☐ Plan your kick-off and any other events and communication, including emails, newsletters, etc. to promote the campaign internally. (Try to schedule at a time when most people are available—often, the BEST time is during a pre-existing meeting when most people will be present.)
- ☐ Request Speakers, Artists, and/or Performers from ASC for your Kick-Off and other campaign events! (The earlier the better to secure artists and creatives!)

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# Everything you need to **Get Started**

## Step #2 Engagement

**Storytelling:** Host an exciting kickoff that highlights the benefits of ASC's programs and showcases the impact of arts and culture on community and well-being.

**Incentives:** Create compelling incentives such as PTO, exclusive tickets to arts events, or recognition within the company.

**Peer-to-Peer Engagement:** Encourage employees to become campaign leaders within their departments, fostering a sense of ownership and leadership.

### 2 – 3 Weeks Prior

- ☐ Confirm CEO/Leadership involvement with Kick-Off.
- ☐ Confirm campaign details with your planning and support team.
- ☐ Send email announcing Kick-Off date/time to entire workforce including internal Campaign Schedule.

### 1 – 2 Weeks Prior

- ☐ Send email reminder for the Kick-Off.

### 1 – 2 Days Prior

- ☐ Send final email reminder for Kick-Off.
- ☐ Distribute ASC Employee Engagement Campaign materials if applicable.

*\*\*Every campaign is different and will be unique to you and your company. This outline is a sample designed for a two-week campaign and is meant to help you plan and give ideas.*



Everything you need to

# Run your Campaign

## Step #3

### Run your Campaign

**Running a campaign doesn't have to be complicated, and the events don't need to reinvent the wheel.**

The most impactful campaigns are those driven by a clear, consistent message and a well-executed, straightforward timeline. It's about creating meaningful touchpoints, fostering engagement, and keeping the process simple.

#### Day 1 - KickOff

- ❑ Hold your Kick-Off! Make sure you scheduled all the necessary elements of a campaign kickoff with any events and communication necessary.
- ❑ Encourage Day 1 participation with an early bird raffle or drawing for incentives for those who participate (PTO, arts tickets, gift cards, etc.).
- ❑ Announce the schedule and timeline and encourage participation.

#### Days 3 - 5

- ❑ Host any planned entertainment and provide updates on engagement opportunities through ASC.
- ❑ Hold raffle drawing for those who have given thus far.
- ❑ Plan a Happy Hour or gathering to promote your events and the campaign.
- ❑ Send an email reminder to give or participate.
- ❑ Invited ASC to speak at a scheduled gathering to introduce the organization, provide real life stories and the impact of giving, and answer any questions.
- ❑ Congratulate and hold raffle for first week participants.

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Everything you need to

# Run your Campaign

## Step #3

### Run your Campaign

**Hosting events** gives employees a chance to engage directly with the cause, meet team members in new ways, and see the impact of their contributions in action.

#### Days 7 - 10

- ☐ Schedule entertainment and/or host an interactive, hands-on activity from an ASC artist or creative.
- ☐ Send email reminder about finale celebration and have leadership echo final participation reminders.
- ☐ Send final reminder to pledge, give, or engage.
- ☐ Hold raffle drawing for those who have participated.

#### Day 12 - Finale

- ☐ Hold Finale event with CEO/Leadership, final raffle drawing, and announce the prize/raffle winners over the past two weeks.
- ☐ Announce total engagement, dollars raised, percentage participation, and THANK EVERYONE!

*\*\*Every campaign is different and will be unique to you and your company. This outline is a sample designed for a two-week campaign and is meant to help you plan and give ideas.*



Everything you need to

# Wrap your Campaign

## Step #4 Wrap your Campaign

**Celebrate Success:** Host a virtual or in-person celebration recognizing top contributors and share the total engagement efforts, events, and funds raised. Public recognition can create lasting goodwill and encourage future participation.

**Impact:** Share stories of impact, moments of excitement or engagements with local artists, schools, and neighborhoods.

### 5 Days after Finale

- ☐ Gather all outstanding pledge cards (if applicable) and send any final reporting needed to Erin at ASC (contact at the end of toolkit).
- ☐ If applicable - Make copies of payroll pledge cards for payroll department (if using paper pledge cards) and give to your payroll department for necessary reporting and payroll deductions.
- ☐ Mail any checks to ASC (can also be hand delivered to address listed at the end of this toolkit).
- ☐ Send a final Thank You to everyone who participated. As a follow up, ASC can provide impact statistics and stories to share with your team!

### 6+ Days post Finale

- ☐ Share any feedback, learnings, or ideas with ASC. We welcome your thoughts!
- ☐ Congratulate yourself on an amazing campaign!

*\*\*Every campaign is different and will be unique to you and your company. This outline is a sample designed for a two-week campaign and is meant to help you plan and give ideas.*

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# Thank You

We look forward to  
potential collaboration.

**Your workplace campaign will not only raise crucial funds for ASC, but drive deeper employee engagement, foster employee well-being, and build a thriving corporate culture grounded in purpose.**

**TOGETHER, we can make Charlotte & Mecklenburg a beacon of  
CREATIVITY & INCLUSIVITY.**



Phone **828-450-6202**

Email ***erin.wilson@artsandscience.org***

Website ***artsandscience.org***

Address **220 North Tryon Street, Charlotte, NC 28202**

# Bonus Items

## Employee Engagement Incentives Ideas

**Engagement** and **events** are the heartbeat of your campaign. Whether it's a full-scale event with food and entertainment, a simple kiosk in your lobby with cookies, or a local musician strolling through your office, the goal is to create connection. Themes can help anchor your events and add a layer of fun—think of how a theme can bring it all together, like planning a memorable party. But above all, each event should focus on raising awareness for the campaign.



And let's be honest—food always helps!



- ☐ PTO or Gift Cards: Reward employees for their participation in the campaign with extra time off or gift vouchers.
- ☐ Team Competitions: Host interdepartmental challenges to see who can attend the most events, log the most volunteer hours, raise the most funds, or engage the most colleagues.
- ☐ Cultural Trivia Competitions: Test employees' knowledge about local arts and history or the arts and science history of your organization.
- ☐ Virtual Talent Show: Showcase your team's creative side while raising funds for ASC.
- ☐ Volunteer Drive

# Campaign Theme Ideas

## **Creative Charlotte Week**

Employees can participate in virtual art workshops, attend local performances, or explore community murals and public art installations.

## **Culture & Community Day**

Focus on the power of arts and culture to bring communities together. Host events where employees can engage with local artists or participate in community-building activities like group art projects, cultural trivia, or volunteering at arts and science initiatives.

## **Wellness through Art**

Promote mental and emotional well-being through creative expression. This theme could include mindfulness through painting or music, stress-relief workshops led by local artists, or interactive sessions on the health benefits of engaging with the arts.



## **Discover Your Inner Artist**

Encourage employees to explore their creativity with a week-long series of events such as “lunch and learn” art sessions, DIY creative workshops, and team challenges. Employees can share their work in a virtual gallery or through social media.

## **Arts for All: A Celebration of Diversity**

Celebrate the rich cultural diversity within Charlotte-Mecklenburg by hosting events that spotlight different cultural art forms—music, dance, visual art, and storytelling. Partner with local artists from diverse backgrounds to create an immersive experience.

## Employee Engagement Event Ideas

Events are the heart of any workplace giving campaign—they create energy, build excitement, and foster connection. Hosting events gives employees a chance to engage directly with the cause, meet team members in new ways, and see the impact of their contributions in action. Whether it's a creative workshop, a volunteer opportunity, or a team challenge, events make the campaign memorable, increase participation, and strengthen a shared sense of purpose across the company.



campaigns with  
live or virtual  
events achieve  
**up to 50%**  
**higher**  
**employee**  
**engagement**



# Everything you need for a **Stellar Event**

## **“Art in Action” Interactive Creativity Day**

**Goal:** To engage employees through hands-on art experiences and live performances, emphasizing creativity and community impact.

### Example Event

**9:00 AM - 10:00 AM**

#### **Coffee & Welcome Art Demo**

- ☐ Coffee bar and pastries in the atrium.
- ☐ Julio Gonzalez, a visual artist inspired by Mexican and Mayan aesthetics, creates a live mural or artwork. Employees can chat with the artist and contribute ideas.

**10:15 AM - 11:00 AM**

#### **Poetry & Storytelling**

- ☐ Ramona Big Eagle, Eastern Woodland storyteller, shares engaging stories and cultural insights. Perfect for reflection and understanding cultural heritage.

**11:15 AM - 12:30 PM**

#### **Interactive Ceramics Workshop**

- ☐ Rupam Varma hosts a ceramics session where employees can try hands-on clay work or ceramic painting. \*Option to glaze and take home pieces post event.

# Everything you need for a **Stellar Event**

## **“Art in Action” Interactive Creativity Day**

**Continued...**  
Example Event

**12:30 PM - 1:30 PM**

### **Lunch & Local Music**

- ❑ Catered lunch with a performance by Arsena Todd, a singer-songwriter whose folk and soul music brings a relaxing vibe.
- ❑ Brief talk with ASC’s team leading the discussion on ASC’s impact on supporting local musicians and the arts in Charlotte.

**1:45 PM - 3:00 PM**

### **Abstract Art Workshop**

- ❑ An interactive session where Chalice Meikle guides employees in creating abstract, expressive art pieces.
- ❑ Employees can display their artwork in the atrium or take it home as a keepsake.

**3:15 PM - 4:00 PM**

### **Closing DJ Set**

- ❑ DJ Fannie Mae plays upbeat music to wrap up the day.
- ❑ Employees can network, enjoy light refreshments, and take photos of the art installations created throughout the day.

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# Everything you need for a **Stellar Event**

## **Music, Movement, and Masterpieces**

**Goal:** To create an engaging, multi-sensory experience for employees through music, dance, and visual art, highlighting the role of arts in community and personal well-being.

### Example Event

**9:00 AM - 9:30 AM**

#### **Morning Music Welcome**

- Welcoming performance by Vadim Kolpakov, renowned Romani guitarist, filling the atrium with lively, uplifting music.
- Light breakfast bites and coffee available.

**9:45 AM - 11:00 AM**

#### **Guided Art Creation with Jonathan Grauel**

- Jonathan sets up a large collaborative digital art project. Employees can add their creative touch, which will result in a completed artwork by day's end.
- Interactive screens allow employees to contribute virtually, making it inclusive for remote attendees.

**11:15 AM - 12:15 PM**

#### **Dance Demonstrations & Mini-Lessons**

- Traditional Latin dance demo by Carlotan Talents followed by a brief salsa lesson.
- Employees can try out moves, watch, or simply enjoy the music and atmosphere.



# Everything you need for a **Stellar Event**

## **Music, Movement, and Masterpieces**

## **Continued...** Example Event

**12:15 PM - 1:30 PM**

### **Lunch & Jazz Performance**

- ❑ Catered lunch with a Dapper Street Productions jazz performance featuring classic and contemporary jazz hits.
- ❑ ASC's team shares a brief talk on how ASC supports the local music scene.

**1:45 PM - 2:45 PM**

### **Creative Expression Workshop**

- ❑ Jay Ward, Charlotte's Poet Laureate, leads an engaging creative writing workshop, focusing on short poetry and storytelling.
- ❑ Employees can share their pieces or keep them private, experiencing firsthand the power of words.

**3:00 PM - 4:30 PM**

### **Closing Celebration: Open Mic & DJ Social Hour**

- ❑ Open mic for employees to share poems, stories, or creative work from the day.
- ❑ DJ Bird plays an upbeat set, creating a relaxed social environment for employees to network, take photos, and enjoy refreshments to close out the day.

## Employee Engagement Email Templates

Sending emails to launch your campaign is essential for setting the tone, building excitement, and ensuring everyone understands the campaign's purpose and impact. A well-timed email introduces your team to the goals, invites participation, and keeps the campaign top-of-mind. It's your chance to create a strong start by reaching every team member, sparking interest, and laying the foundation for successful engagement throughout the campaign.



workplace giving  
campaigns with  
clear  
communication  
see up to  
**70% higher  
employee  
participation**

# Employee Engagement Email Templates

Dear Team,

I'm excited to announce that we're launching a workplace giving campaign in partnership with the Arts & Science Council (ASC), a cornerstone organization that fuels creativity, innovation, and community growth here in Charlotte-Mecklenburg. This campaign is an opportunity for all of us to come together to support the arts, culture, and science programs that enrich our lives and strengthen the very community we call home.

## Why ASC?

ASC's impact goes far beyond performances and exhibitions—they are vital to building a vibrant and inclusive Charlotte. Through their support of local artists, cultural education, and neighborhood programs, ASC ensures that everyone in our community has access to creative experiences. When we contribute, we're helping to provide art programs to schools, public art installations, and grants for emerging creatives who bring diversity and innovation to our city.

## Get Involved!

Over the next few weeks, we'll have some exciting ways for you to engage with this campaign, including fun events, creative challenges, and unique volunteer opportunities. Whether you're attending a virtual art workshop, participating in team activities, or simply contributing through payroll giving, your participation will make a direct difference.

## Why Your Participation Matters

This is about more than just giving—it's about creating a shared sense of purpose. Studies show that companies with engaged employees outperform their peers, and campaigns like this one offer a chance to align our work with the greater good of our community. It's a chance to be part of something bigger, to help shape a more vibrant, creative, and inclusive future for all of us. I encourage everyone to join in—whether by donating, attending events, or volunteering. Every contribution, no matter the size, makes an impact.

Let's come together to support ASC's mission and celebrate the power of creativity to transform lives and communities.

Thank you for your commitment, and I look forward to seeing the incredible impact we'll make together!

Best regards,  
[CEO Name]  
[Company Name]

## Employee Engagement Email Templates Continued



Dear Team,

I'm excited to announce that we're partnering with the Arts & Science Council (ASC) for a workplace giving campaign! ASC plays a vital role in making Charlotte-Mecklenburg a thriving community by supporting local artists, funding arts education, and providing public cultural programs that enrich our lives.

Over the next few weeks, we'll have fun opportunities to get involved—think virtual art workshops, creative team challenges, and ways to give back. Every contribution, no matter the size, directly impacts our community, from funding school arts programs to supporting emerging local creatives. Let's come together to support ASC's mission and celebrate the power of creativity in our community. I encourage everyone to join in and make a difference!

[CEO Name]



Hello Team,

I'm thrilled to announce the kickoff of our Workplace Giving Campaign in partnership with the Arts & Science Council (ASC)! This is our chance to support the arts, education, and community programs that make Charlotte-Mecklenburg a vibrant place to live and work.

### What's in Store?

Over the next few weeks, we'll be hosting some exciting ways to get involved, including creative team challenges, virtual art workshops, and opportunities to give back. Whether you attend an event or make a contribution, every action counts and helps strengthen our local community.

### Why ASC?

ASC funds local artists, provides essential arts education, and brings cultural experiences to neighborhoods across our area. Your support directly impacts these programs and the lives they enrich.

Let's make a difference together! Be on the lookout for event dates, engagement opportunities, and ways to contribute. I'm here to answer any questions and help you get involved.  
Looking forward to an amazing campaign!

[Your Name]

[Your Position]

