**Solicitation Letter from CEO to Executives**



Dear NAME:

We are fortunate to have outstanding cultural assets in Kansas City that offer us an exceptional quality of life, dynamic entertainment options, economic vitality and a wide range of educational opportunities.

The ArtsKC Fund, a community-wide initiative operated by ArtsKC – Regional Arts Council, is designed to ensure the health and stability of those cultural assets. The ArtsKC Fund raises money to support a wide range of arts organizations, artists, and programs throughout the metropolitan area. As a result of last year’s ArtsKC Fund Campaign, over 100 artists, arts programs, and arts organizations received funding for education programs, outreach, and mission support.

The ArtsKC Fund allows you to help secure the future of our community’s arts organizations by providing a way to invest easily in the arts and enrich the lives of all metro area residents.

Our company has a long history of valuing the arts in a variety of ways, including financial support. I am committed to continuing this heritage and have personally made a leadership gift to the ArtsKC Fund. I encourage you to do the same. Contributions from you, our executives and leaders, are critical to the success of (our company’s) campaign to support the arts and the organizations that bring outstanding arts programming into our communities.

(Our company’s) ArtsKC Fund campaign is scheduled for (date). I am confident it will help connect our employees with the region’s outstanding array of arts options. Please take a moment to look at the enclosed ArtsKC Fund brochure and consider making your leadership pledge to the campaign now. Our overall campaign goal this year is \_\_\_. Together, we can meet this goal and play a key leadership role in this important community-wide initiative.

Thank you for your consideration and support. Please feel free to contact NAME, our employee campaign manager, with questions.

CEO