



Next Generation UPAF 2011 Accomplishments

Founded

Next Generation UPAF was founded in April 2008 under the direction of UPAF President and VP of Development with Community Co-Chairs Andy Nunemaker, Jennifer Mattes and Laura Emory.

Purpose

Next Generation UPAF's purpose is to cultivate awareness, engagement and philanthropy in UPAF and the performing arts by the next generation of community leaders.

Membership

2008: 51 donors gave approximately \$53,000

2009: 212 donors contributed \$160,000

2010: 361 donors contributed \$263,557

2011: 443 donors contributed \$317,307

Accomplishments

- Increased membership by over 22%
- Increased giving by 20%

Events

2011 Season Sampler Show-off: Was sponsored by We Energies and held in their Historic Public Service Building, Over 90 guests attended this event including Member and Affiliate Groups which highlighted pieces from the upcoming Season Sampler.

2011 Season Sampler: 68 people enjoyed the sampler package of 3 performances for \$69 per person. Each event included a performance and reception.

- *Renaissance Theaterworks' "Reasons To Be Pretty" October 19, 2010*
- *Present Music's "Margaret Leng Tan concert," January 8, 2011*
- *Milwaukee Repertory Theatre's "The Bomb-Itty of Errors," May 5, 2011*

Sunday Brunch: March 27 at Andy Nunemaker's, attended by many Next Gen Members was a great opportunity to come together with members.

Member Welcome: "The University Club" on July 13, 2011. Mixer with short program which included the incoming Co-chairs.

Sponsorship

Sponsorships of \$5,000 were secured from both Whyte Hirschboeck Dudek and Heartland Advisors to cover cost of events and material.

Press and Marketing Materials:

- Season Sampler brochure which included Next Generation and UPAF information.
- Bookmark with Next Gen information was used to insert into solicitation materials, at events and given to new members as part of their welcome packet
- 5 Next Generation UPAF email communication and newsletter were sent.
- A Next Generation Member survey was sent in August of 2010.