



culturaltrust.org
775 Summer Street NE, Suite 200
Salem, Oregon 97301
503-986-0088

COMMUNICATIONS PARTNER MENU

Our research shows that communication from cultural groups is the **number one way** donors learn about the Oregon Cultural Trust. We count on you to spread the word!

Remember, the Cultural Trust exists **only** to support Oregon's cultural network—**YOU!** Donors must make a donation to a cultural nonprofit—as well as a matching gift to the Cultural Trust—to be eligible for Oregon's cultural tax credit. Most importantly, every dollar donated to the Cultural Trust **increases the funding** we can provide to the field!

As a requirement of the Grant Agreement, recipients must complete and return this form and act on at least two primary partnership actions and three secondary partnership actions. Please contact the Cultural Trust for more information or for copies of printed materials.

PRIMARY PARTNERSHIP ACTIONS

(Choose at Least Two Actions)

- Congratulate your donors on being eligible for Oregon's cultural tax credit**—include a link to <http://culturaltrust.org/get-involved/donate> in online donation acknowledgements and as a PS on thank you letters.
- Mail** Cultural Trust donor inserts or bookmarks with your fund-raising appeals.
- Link to the Cultural Trust**—or post our banner ad—on your donation page. Encourage donors to **"double their gifts for free"** by making a matching gift to the Cultural Trust and claiming their cultural tax credit.
- Include Trust inserts or bookmarks in **donor acknowledgement** letters.
- Remind members that the tax-deductible portion of their **dues qualifies as a donation** and makes them eligible for the cultural tax credit.

SECONDARY PARTNERSHIP ACTIONS

(Choose at Least Three Actions)

- Run Cultural Trust ads** in programs and/or newsletters (Ads can be downloaded from our website or customized to your organization).

- Include a **Cultural Trust insert** in your holiday program books.
- Publish an article** about the Trust in your newsletter, especially near the end of the year!
- Display Cultural Trust materials** in promotional racks or on counters in public spaces. Request one of our holiday banners!
- Include Cultural Trust information and **reminders-to-give** in end-of-year leadership messages or stage announcements.
- Encourage **100% participation** in Trust giving among staff and board.
- Invite the Cultural Trust to present at a **board, staff or volunteer meeting**.
- Write a **letter to the editor or op-ed** in support of the Cultural Trust.
- Encourage local business groups—**Chamber of Commerce, Rotary**—to have a Cultural Trust representative speak on how cultural philanthropy strengthens Oregon's economy.
- Invite a Cultural Trust representative** to say a few words at your opening night, gala and awards celebrations.
- Buy a Cultural Trust license plate**. License plate fees provide more than \$30,000 per month to support our promotional budget.
- Become a Trust ambassador:** Familiarize yourself with how the Cultural Trust works, its history and accomplishments, especially in your area. Refer to the FAQ in the toolkit section of the Trust website and/or contact us for more information!

I agree to take these actions to promote the Oregon Cultural Trust.

Name

Organization

Date