



culturaltrust.org  
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Salem, Oregon 97301  
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## 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!

All grant recipients must complete and return this form before receiving grant funds.

### REQUIRED PARTNERSHIP ACTIONS

- If you accept online donations add the following message to your donation auto response acknowledgement: Congratulations! You are now eligible for Oregon's Cultural Tax Credit! Click here to learn more (link to <http://culturaltrust.org/get-involved/donate>).
- AND add this PS to your printed acknowledgement letters: Congratulations! You are now eligible for Oregon's Cultural Tax Credit! Visit [culturaltrust.org](http://culturaltrust.org) to learn more.

### PRIMARY PARTNERSHIP ACTIONS

(Choose at Least Two Actions)

- 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