

## Become a Communications Partner

The Cultural Trust's fundraising program requires donors to give to cultural nonprofits first and then to the Trust in order to claim the cultural tax credit. The Trust grows only if you do. Since money donated to the Trust works hard to strengthen cultural funding, we rely on our partnerships with cultural nonprofits and coalitions to help pass the word. By working together, we can build cultural funding for Oregon. Here's how.

- Display** Trust materials in promotional racks, at the box office, information desk and concession stand.
- Remind members** that the tax-deductible portion of their **dues qualifies as a donation** and can be matched by an equal gift to the Trust.
- Mail** Trust donor **solicitations inserts with fundraising appeals and include** Trust **thank you inserts** or **bookmarks** in donor acknowledgement letters.
- Download **Cultural Trust ads** for your programs and newsletters. Drop the **banner ad** into your ENewsletter.
- Remind donors:** they can **double their support for culture** – at no additional cost -- by making a matching gift to the Trust and claiming the tax credit.
- Publish an article** about the Trust in your print or E-Newsletter.
- Link to the Trust** with our url, logo or **banner ad** on your donations page.
- Include Trust information and **reminders-to-give** in newsletters, board chair or artistic director messages in programs.
- Remind **corporate donors** that a gift to you of up to \$2,500 can be matched with a Trust donation for a tax credit in the same amount.
- Write a **letter to the editor** or **opinion piece** in support of the Trust.
- Use **Trust coasters** at galas, fundraising events and other celebrations.
- Distribute and **wear Trust stickers** at public events.
- Invite the Trust to present at a **board, membership or volunteer meeting**.
- Encourage local business groups – **Chamber of Commerce, Rotary** – to invite a Trust speaker on how investing in culture strengthens Oregon's economy.
- Encourage **100% participation** in Trust giving among **staff and board**.
- Acknowledge the Trust** at opening night, gala and awards celebrations. Offer an information table at Trust-funded or community events.
- Become a **Fan** on Facebook and **Follow** us on Twitter!
- Buy a Cultural Trust license plate:** drive culture and support the program.

Donate! at [www.culturaltrust.org](http://www.culturaltrust.org)

**Become a Trust ambassador:** familiarize yourself with how the tax credit works, the Trust's history and accomplishments. Explore [www.culturaltrust.org](http://www.culturaltrust.org), download an annual report from the Publications section, and/or contact us for more information. [cultural.trust@state.or.us](mailto:cultural.trust@state.or.us) | 503-986-0088