

Oregon Cultural Trust

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 to help pass the word. By working together, we can build a healthy, strong and stable infrastructure for Oregon culture. Here's how.

Display Trust brochures in promotional racks, at the box office or information desk.

Mail Trust brochures or solicitation inserts with fund-raising appeals.

Include a reminder about the Trust, with our website address, in your fund-raising brochure or appeal letter.

Link to the Trust – or post our banner ad -- on your donations page and encourage donors to double their gifts, and claim a tax credit, by giving to the Trust.

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.

When thanking donors, remind them **they can double their support for culture** – at no additional cost -- by making a matching gift to the Trust and claiming the tax credit.

Include Trust thank you inserts in **donor acknowledgement** letters.

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.

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

Publish an article about the Trust in your print or E-Newsletter.

Include Trust information and **reminders-to-give** in newsletters, board chair or artistic director messages in programs.

Write a **letter to the editor or op-ed** in support of the Trust.

Encourage **100% participation** in Trust giving among staff and board.

Invite a Trust representative to present at a **board, staff or volunteer meeting**.

Encourage local business groups – **Chamber of Commerce, Rotary** – to invite a Trust speaker on how cultural philanthropy strengthens Oregon's economy.

Invite a Trust representative to say a few words at opening night, gala and awards celebrations.

Buy a Cultural Trust license plate. Income from license plates fees earns about \$20,000 for the Trust each month and contributes to our grantmaking ability.

Become a Trust ambassador: familiarize yourself with how the Trust works, its history and accomplishments, especially in your area. Refer to the FAQ in the toolkit section of the Trust website, download our inaugural program and finance report, and/or contact us for more information.