



Oregon Cultural Trust Board Meeting
Thursday, October 16, 2025
9:00am to 12:00pm
Virtual

Zoom Link:

<https://oregon4biz.zoom.us/j/82165682036?pwd=f8Tdbg8nGD9N9cdhz6E5hTg6eHN3Zm.1>

Future Meetings:

October 17, 2025, Oregon Heritage Joint Board Meeting Discussion (optional)

1:45pm – 2:45pm, Canby

The Oregon Cultural Trust Board will share the work of the Trust and get input from the commission/committee members on work that is happening with the Trust.

February 26, 2026, Board Meeting

9:00am to 12:00pm Virtual

Oregon Cultural Trust
Board Meeting Agenda
Thursday, October 16, 2025
9:00am to 12:00pm



Zoom: <https://oregon4biz.zoom.us/j/82165682036?pwd=f8Tdbg8nGD9N9cdhz6E5hTg6eHN3Zm.1>

1	Information	9:00 AM	Welcome and Introductions	Sean Andries, Chair	10
2	Action	9:10 AM	Approve Minutes (8/21/25)	Sean Andries	5
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3	Information	9:15 AM	Update from Chair: Legislative, Director Recruitment	Sean Andries	20
4	Action	9:35 AM	Partner Augmentation Grant	Liora Sponko, Senior Program Manager and Sean Andries	20
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5	Information	9:55 AM	Senior Program Manager Report	Liora Sponko	10
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6	Discussion	10:05 AM	Campaign Presentation: Watson Creative	Matt Watson and Watson Creative team	30
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7		10:35 AM	Break		15
8	Discussion	10:50 AM	Development Committee	Myong-Hui Murphy, Committee Chair	20
	Page 45				
9	Discussion	11:10 AM	Recruitment Committee	Deb Schallert, Committee Chair	20
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10	Information	11:30 AM	Partner Updates	See below list of Partners	20
	Page 60				
11	Discussion	11:50 AM	Public Comment		5
12	Discussion	11:55 AM	Closing Comments, Adjourn	Sean Andries	5

Oregon Cultural Trust Partners

Oregon Arts Commission	Subashini Ganesan-Forbes, Chair Oregon Arts Commission
Oregon Heritage Commission	Katie Henry, Heritage Commission Coordinator
State Historic Preservation Office	Kuri Gill, Heritage Grant Coordinator
Oregon Humanities	Adam Davis, Executive Director
Oregon Historical Society	Mi Lovejoy, Grant Manager

Unanticipated agenda items may or may not be included. The meeting is a Zoom meeting with virtual conference option. A request for an interpreter for the hearing impaired or for other accommodations for persons with disabilities should be made at least 48 hours before the meeting to Raissa Fleming 503-986-0088. TTY 800-735-2900



Joint Board Meeting Minutes

August 21, 2025

In Person – Bend, Oregon
(Deschutes Historical Museum)

Board Members Present: Sean Andries, Chair; George Kramer, Vice-Chair; Nathalie Johnson (Virtually); Gayle Yamasaki; Myong-Hui Murphy; Niki Price; Deborah Schallert

Board Members Absent: Representative John Lively; Senator Bill Hansel

Cultural Trust Staff Present: Rachel Blair, Administrative Specialist; Raissa Fleming, Administrative Assistant; Aili Shreiner, Trust Manager; Liora Sponko, Senior Program Manager

Partners Present: Adam Davis, Oregon Humanities; Eliza Canty-Jones, Oregon Historical Society; Katie Henry, Oregon Heritage Commission; Subashini Ganesan-Forbes, Oregon Arts Commission; Kuri Gill, State Historic Preservation Office

Guests: Lydia Heins; Brooke Olsen; Amber Faist; Amelia Porterfield, Governor’s Office; Sophorn Cheang, Director of Business Oregon; Dana Turell, Turell Group; Renee Buchanan, Turell Group

Call to Order - Welcome and Chair’s Report

Andries called meeting to order 9:02 a.m.

Kelly Cannon-Miller from the Deschutes Historical Museum welcomed the members and briefly discussed the Museum’s history.

Action - Minutes Review

Approval of Minutes: (4/21/25, 5/1/25, 5/29/25)

Motion: Gayle moved to approve the minutes. Price seconded. Motion passed unanimously.

Action - Legislative Debrief and Next Steps

Andries provided a summary of the recent Legislative Session noting that the proposed bill, HB3048, to have joint governance with the Oregon Cultural Trust and Oregon Arts Commission and become semi-independent, did not pass due to time constraints, not opposition. Discussion followed regarding autonomy, operational costs, and the tax credit renewal timeline. The Governor’s Office supports the merger only if both boards agree. Partners emphasized the importance of stable funding.

The board unanimously agreed to move the bill forward in February's short session.

Schallert volunteered for the hiring committee for the Director of Arts and Culture. Yamasaki will serve as alternate.

Andries released for a break: 10:10–10:24 a.m. (Johnson exited at 10:15 a.m.)

Action - Spending Plan

Presenter: Liora Sponko, Senior Program Manager.

Sponko reviewed the spending plan; the Trust's permanent fund reached a record \$50 million.

Motion: Kramer moved to approve a 42/58 split. Yamasaki seconded. Motion passed unanimously.

Motion: Kramer moved to authorize up to 5% administrative percentage for partner augmentation grants or reinvestment into the endowment. Schallert seconded. Motion passed unanimously.

Action - Grant Programs

Presenter: Aili Schreiner, Trust Manager.

Updates included Cultural Development, County and Tribal Coalitions, Cultural Partners, and Cooperative Partner Grants. Highlights: new eligibility quiz and positive feedback on scoring rubrics.

Motion: Kramer moved to remove Lincoln City Cultural Center. Schallert seconded. Motion passed unanimously with Price abstained.

Motion: Murphy moved to approve Option 2 funding. Yamasaki seconded. Motion passed unanimously.

Motion: Murphy moved to approve Cultural Participation Grants. Kramer seconded. Motion passed unanimously.

Motion: Yamasaki moved to approve Partner Cooperative Grants. Schallert seconded. Motion passed unanimously.

Cultural Partner Updates

Reports presentations:

Kuri Gill, Oregon Main Street – active but limited funds;

Adam Davis, Oregon Humanities – statewide podcast;

Katie Henry, Oregon Heritage Commission – 30th anniversary, collaborating with OCT;

Eliza Canty-Jones, Oregon Historical Society – staff updates;

Subashini Ganesan-Forbes, Oregon Arts Commission – stable budget, 50 for 50 initiative.

Lunch Break

Andries recessed for lunch at 11:34 a.m.

Andries reconvened at 12:08 p.m.

Action - Partner Augmentation Grants

Presenters: Sean Andries and Liora Sponko.

Motion: Kramer moved to amend language as follows:

During Fiscal Year 2026, the Cultural Trust's Core Partner Agencies (Partners) may submit a request to ~~amend~~**supplement** their Partner Plan and request additional funding from the Trust if they can demonstrate exceptional needs resulting from significant funding disruptions that impact their ability to fully implement their partnership agreement. Partners may apply for additional funding up to, but not exceeding, the amount awarded in that Partner's FY25 partner grant allocation. All requests must be submitted to and reviewed by Trust staff who will prepare recommendations to the Cultural Trust Board of Directors for final approval. All funding decisions will be made by a vote of the Cultural Trust Board of Directors. Any awarded funding for this purpose will be allocated from the Trust's administrative assessment, with the understanding that the Arts Program intends to distribute up to four percent of the assessed value of the Trust for Cultural Development Account for the previous fiscal year in FY26.

Schallert seconded. Motion passed unanimously.

Information - Senior Program Manager Report

Presenter: Liora Sponko.

Announced Carrie Kikel, Communications Manager's, retirement and plans to hire a new communications specialist after the new Arts and Culture Director hire.

Discussion - Board Recruitment

Presenter: Sean Andries.

Two vacancies expected to be filled in 2025; four for next year. Terms ending soon: Price, Kramer, Johnson, Yamasaki. Discussion on increasing regional representation. Board Recruitment Committee established with Andries, Murphy and Price as members.

Campaign Update - Cultural Ambassadors

Presenter: Dana Turell presented (Enclosed is the presentation.)

Provided updates on campaign and Cultural Ambassadors initiative. Discussion followed on outreach strategies and next steps.

Discussion - Donor Engagement and Development Committee

Andries led discussion. Committee formed: Yamasaki and Murphy volunteered.

Closing Comments and Adjourning

Andries adjourned at 1:21 p.m.

OREGON CULTURAL TRUST

August 21, 2025



CREATIVE SERVICES THAT MAKE A REAL DIFFERENCE

Campaign VS Organization

Focus: Simplify the message. Activate the network. Convert giving.

Research Highlights & Recommendations



What We Heard: **What's Working**

- Statewide reach across counties and tribes
- Ambassadors and Coalitions extend impact
- Partners view the Trust as responsive and supportive
- Unique lever: the Cultural Tax Credit

What We Heard: **What's Not Working**

- **Messaging:** Too complicated
- **Website:** Confusing; Lacks important functionality and best practices
- **Fundraising:** No goals or regular reporting
- **Donor Development:** Database outdated, unsupported and lacks CRM functionality
- **Ambassadors:** Lack clarity and connection
- **Tools:** Too many and too complicated
- **Cultural Nonprofits:** Too many asks; No tracking

Strategy: **What We Can Do**

- **Messaging:** Simplify; 1+2+3
- **Website:** Optimize path to giving now; Update all later
- **Fundraising:** Set goals; Report
- **Donor Development:** Change to CRM in two years; Work around for now
- **Tools:** Streamline to what's most needed
- **Ambassadors:** Activate with a plan and accountability
- **Cultural Nonprofits:** Simplify ask; Track

Messaging: **Simplify**

1. **Give** to a cultural nonprofit
2. **Match** to the Oregon Cultural Trust
3. **Get Back** in a tax credit

Website: **Streamline path to giving**

- **Homepage** > Qualified Nonprofits > Match
- **Landing Page** > Donation Form
- **Explainer Video** > Call-To-Action

Fundraising: **Set Goals. Report.**

- **Dollars**

- +5% ??

- **Donors**

- Retention
- Reactivation
- New

- **Effectiveness/Efficiency**

- Ad performance
- Site Conversions
- Ambassador activities
- CNP compliance

Donor Development: **Workaround**

- **Database:** Pull lists Sept, Oct, Nov, Dec to target
- **Relationships:** Pilot program with Board

Ambassadors: **Activate**

- **Four ways to help:**
 - Present at community groups
 - Table at fundraisers
 - Personal outreach to friends and colleagues
 - Share social content
- **Accountability:** Training, reporting, communicating

Tools: Streamline

- Slide Deck w/ script
- Elevator Pitch
- Pocket Card
- Leave Behind
- FAQs
- Ready Social Posts

Cultural Nonprofits: **Simplify Ask**

- **Board Presentations**
- **Three Ways to Help**
 - All board members to match
 - Credit message on donation confirmation and website
 - Invite Ambassador to join event



October 16, 2025

TO: Cultural Trust Board
FROM: Liora Sponko, Senior Program Manager
SUBJ: Partner Augmentation Grant- Oregon Humanities

The Cultural Trust Board of Directors, in partnership with staff, created a Partner Augmentation Grant to support Core Partner Agencies (Partners) with additional funding if they demonstrate exceptional needs resulting from significant funding disruptions that impact their ability to fully implement their partnership agreement. Partners may submit multiple applications for additional funding up to, but not-to-exceed, the amount awarded in that Partner's FY2025 partner grant allocation.

All requests made by Partners will be submitted to and reviewed by Trust staff who will prepare recommendations to the Cultural Trust Board of Directors for final approval at next scheduled Cultural Trust Board Meeting. All funding decisions will be made by a vote of the Cultural Trust Board of Directors.

In making recommendations, Trust will consider the extent to which the Partner has (1) experienced a significant, actual, and documented loss of funding for the operational and/or programmatic activities outlined in its Partner Agreements and (2) demonstrated that the loss of funding will have a harmful impact on the Partner's program.

Staff received the enclosed application from Oregon Humanities in the amount of \$256,768 (the amount awarded in their FY2025 partner grant allocation.) to support programs that are impacted by loss of significant funding. The staff reviewed this application, and it aligns with the intention of the grant program. Staff are recommending this application for funding.

Requested Action:

Informational only For board input/discussion For board action

One-Time Funding for Core Partner Agencies Application:

Organization Name: Oregon Humanities

EIN: 93-0716419

Street Address: 610 SW Alder St, Suite 1111

City: Portland

State: OR

Zip: 97205

Name of Primary Contact: Adam Davis

Title: Executive Director

Phone Number: (503)241-0543

Email Address: a.davis@oregonhumanities.org

Primary Purpose of Organization: Public humanities programs and media

FY2025 Cultural Trust, Core Agency Partner Award Amount: \$256,768

Amount of significant loss impacting FY2026 Core Partner Agreement: \$687,822

Explanation of the cause of the significant loss: Loss of federal standard operating grant: In April 2025, the National Endowment for the Humanities (NEH) abruptly terminated our standard operating grant intended to support our work through 2027. The NEH is Oregon Humanities' largest and most flexible source of funds, making up 45% of our revenue in 2025.

Amount of funding the Partner has been able to recoup (new grants, contracts, fundraising, etc.): \$427,400

FY2026 Cultural Trust, One-Time Funding for Core Partner Agencies' Requested Amount (not to exceed FY2025 Core Agency Partner award): \$256,768

Provide a brief overview of the request for funds, demonstrating exceptional needs resulting from significant funding disruptions that impact the Partner's ability to fully implement the Core Partner Agreement in FY2026:

The termination of funding six months ago, with little option for recourse or appeal, meant immediate cuts to operations and programs. We cut staff from 14 FTE to 10 FTE and reduced remaining staff to 0.8FTE or 0.5FTE for 8 weeks. We cancelled upcoming programs, including our facilitation training, an upcoming term of our free college-level Humanities in Perspective course for people on low-incomes, as well as Spanish, outdoor, and rural programs we worked for years to develop. We also halted our Public Program Grants after spending time vetting and evaluating applications. We made other cuts to our expenses such as reducing staff benefits, negotiating with our landlords for flexibility in our office lease, and holding off on other plans and commitments. At the same time, we worked closely and quickly with local and national contacts to advocate, litigate, and fundraise. These operational efforts are still continuing as we work to inform and educate our audiences about the impacts of funding cuts to our entire cultural network.

This year we continue to face formidable uncertainties related to the amount of NEH funding our state humanities council might receive. We are starting our fiscal year 2026 with multiple budget scenarios based on varying levels of NEH funding, all of them significantly below previous years.. The most drastic scenario reduces the number of magazine issues, podcast episodes, Conversation Project events, and facilitation trainings we would produce in 2026, among other impacts. Augmentation funds from the Trust would ensure as few gaps in programming as possible through 2026 and play a crucial role in keeping Oregon Humanities equipped to fulfill our obligation as a Cultural Partner in supporting communities, promoting civic engagement, and protecting the diverse, cultural wellbeing of our state.

Provide an overview of intended use of one-time funds, as related to the Core Partner Agreement (operational or programmatic):

These one-time funds would provide much needed certainty and support for the upcoming year. In our Core Partner Agreement, we designate annual support across three of our programs: media and publications (including *Oregon Humanities* print magazine, *Beyond the Margins* online essays, Community Storytelling Fellows, *The Detour* and *This Place* podcasts and radio shows); conversation programs (such as the Conversation Project and facilitation training); and our on-stage Consider This series. With our FY26 Partner Funds and these Augmentation Funds, we feel certain that we can deliver on the goals outlined in our plans.

Authorization:

The undersigned certifies that they are authorized to represent the organization applying for a grant and that the information contained in this application is true and accurate and has provided document establishing such authority.

A handwritten signature in black ink, appearing to read 'A. D.', with a stylized flourish at the end.

[Authorized Signer] [Title]

By: Adam Davis, Executive Director

[Authorized Signer] [Title]

Date: October 7, 2025

Business Name Search

[New Search](#)

[Printer Friendly](#)

Business Entity Data

10-07-2025
15:47

Registry Nbr	Entity Type	Entity Status	Jurisdiction	Registry Date	Next Renewal Date	Renewal Due?
127636-11	DNP	ACT	OREGON	04-03-1978	04-03-2026	
Entity Name	OREGON COUNCIL FOR THE HUMANITIES					
Foreign Name						
Non Profit Type	PUBLIC BENEFIT					

[New Search](#)

[Printer Friendly](#)

Associated Names

Type	PPB	PRINCIPAL PLACE OF BUSINESS			
Addr 1	610 SW ALDER ST STE 1111				
Addr 2					
CSZ	PORTLAND	OR	97205	Country	UNITED STATES OF AMERICA

Please click [here](#) for general information about registered agents and service of process.

Type	AGT	REGISTERED AGENT	Start Date	08-20-2013	Resign Date
Name	ADAM DAVIS				
Addr 1	610 SW ALDER ST STE 1111				
Addr 2					
CSZ	PORTLAND	OR	97205	Country	UNITED STATES OF AMERICA

Type	MAL	MAILING ADDRESS			
Addr 1	610 SW ALDER ST STE 1111				
Addr 2					
CSZ	PORTLAND	OR	97205	Country	UNITED STATES OF AMERICA

Type	PRE	PRESIDENT	Resign Date
Name	JUSTIN CHIN		
Addr 1	610 SW ALDER ST STE 1111		
Addr 2			
CSZ	PORTLAND	OR	97205
Country	UNITED STATES OF AMERICA		

Type	SEC	SECRETARY	Resign Date
Name	KERANI MITCHELL		
Addr 1	610 SW ALDER ST STE 1111		
Addr 2			
CSZ	PORTLAND	OR	97205
Country	UNITED STATES OF AMERICA		



October 16, 2025

TO: Cultural Trust Board
FROM: Liora Sponko, Senior Program Manager
SUBJ: Senior Program Manager Report

A heartfelt thank you to our staff, board members, partners, and contractors for your continued dedication and flexibility. Despite reduced staffing, everyone has stepped up significantly to ensure the stability—and even growth—of our work. Your commitment during this challenging time is deeply appreciated.

Budget Reductions: 2025–2027 Biennium

The September 2025 Economic and Revenue Forecast projects a decrease of approximately \$845.5 million in General Fund revenues for the 2025–27 biennium, resulting in a \$372.7 million deficit. As a result, Business Oregon, including the Oregon Arts Commission and Oregon Cultural Trust, has been asked to submit Reduction Options. These must reflect a 5% reduction in the 2025–27 legislatively adopted budget, presented in 2.5% increments per year, and must apply to General Fund, Lottery Funds, and Other Funds (excluding debt service, bond proceeds, and federal funds). This is an exercise to identify budget reduction options for the legislature to consider in February session, not a list of cuts. I am currently working with the Business Oregon fiscal team to identify possible reductions within the Arts Commission and Cultural Trust budgets. I will keep the board informed as this process evolves.

Communications Coordinator Recruitment

We are moving forward with the recruitment of a new Arts and Culture Communications Coordinator. The position description has been updated in collaboration with HR, and the job announcement will be posted on November 3, 2025, for an initial two-week period, with the option to extend by one additional week. Interviews are scheduled for early December, and the new Director will serve as the hiring manager. We anticipate the selected candidate will begin in early January 2026.

Requested Action:

Informational only For board input/discussion For board action



MEMORANDUM

To: Agency Directors, Chief Financial Officers, Agency Budget Directors

From: Kate Nass, Chief Financial Officer

Date: October 1, 2025

Subject: Supplemental Instructions for 2025-27 Agency Reduction Options

Thank you for all your hard work on the targeted budget reductions in response to the letter from the Governor in September. As she stated in her letter, agencies should prepare for additional reductions. To gather more information ahead of those reductions, the Legislative Fiscal Office (LFO) has requested 5-percent reduction lists from each agency. This request for reduction options is an important step in preparing to balance the budget to available revenues during the 2026 Legislative Session. LFO is also requesting lists of new and expanded programs and a cover letter summarizing the agency's mission and approach to developing the reduction options. Reduction options and other materials related to this request are due to LFO on November 3, 2025.

While reduction lists shared during the 2025 Legislative Session are a good place to start, those lists were based on 2025-27 current service level. Agencies' final 2025-27 Legislative Adopted Budgets maybe different from current service level. This reduction is 5-percent from Legislatively Adopted Budget and applies to all fund types.

In an effort to provide a coordinated response to this request, the Department of Administrative Services (DAS) Chief Financial Office (CFO) is providing this additional guidance to executive branch agencies (as defined in ORS 291.002).

- All executive branch agencies are required to provide an initial reduction list and list of new and expanded programs, as well as a draft cover letter to their DAS CFO analyst by noon Friday, October 17, 2025. CFO will review and pre-approve reduction lists and the requested materials prior to submittal to LFO.
- Given the timeframe, initial reduction lists can include estimates and materials can be preliminary drafts. CFO analysts will review draft lists, work with Governor's Office policy advisors and follow up with questions and feedback.

The timeline gives two weeks for final review and approval prior to the LFO November 3 due date. The intent of this review is to ensure reductions listed are realistic and in line with Governor's overall goals and initiatives.

- The 5-percent reductions requested by LFO are not in addition to the targeted budget reductions in response to the Governor's letter. The reductions agencies are considering to achieve the Governor's target should be included in the 5-percent reduction list.
- Reductions should include a description, including impact of the reduction on services to Oregonians, agency staff and operations.

Please follow-up with your CFO analyst if you have questions.

SEATTLE
408 North 35th Street,
Seattle, WA 98103

(47.608013, -122.335167)

PORTLAND
240 N Broadway
Portland, Oregon 97227

(45.534810, -122.668390)

BEND
2900 NW Clearwater Dr
Bend, OR 97703

(44.044140, -121.327171)

SAN FRANCISCO
480 Gate 5 Rd
Sausalito, CA 94965

(37.900220, -122.527270)

watson

Oregon Cultural Trust

Hello@WatsonCreative.com

WatsonCreative.com

@WatsonCreative



Watson is a research-based creative studio.

Commerce

Adidas
Amaterra Winery
Anheuser-Busch
Bremik Construction
Budweiser
Disney
Dos Caras Spirits
Fidelity National
General Electric
Intel
Kaiser Permanente
LAIKA Studios
Maui Nui Venison
Microsoft
Moccamaster
Nike
Portland General Electric
R&H Construction
Road Runner Sports
Stoller Winery
Umpqua Bank
Upright Brewing
Wild Roots Vodka

Culture

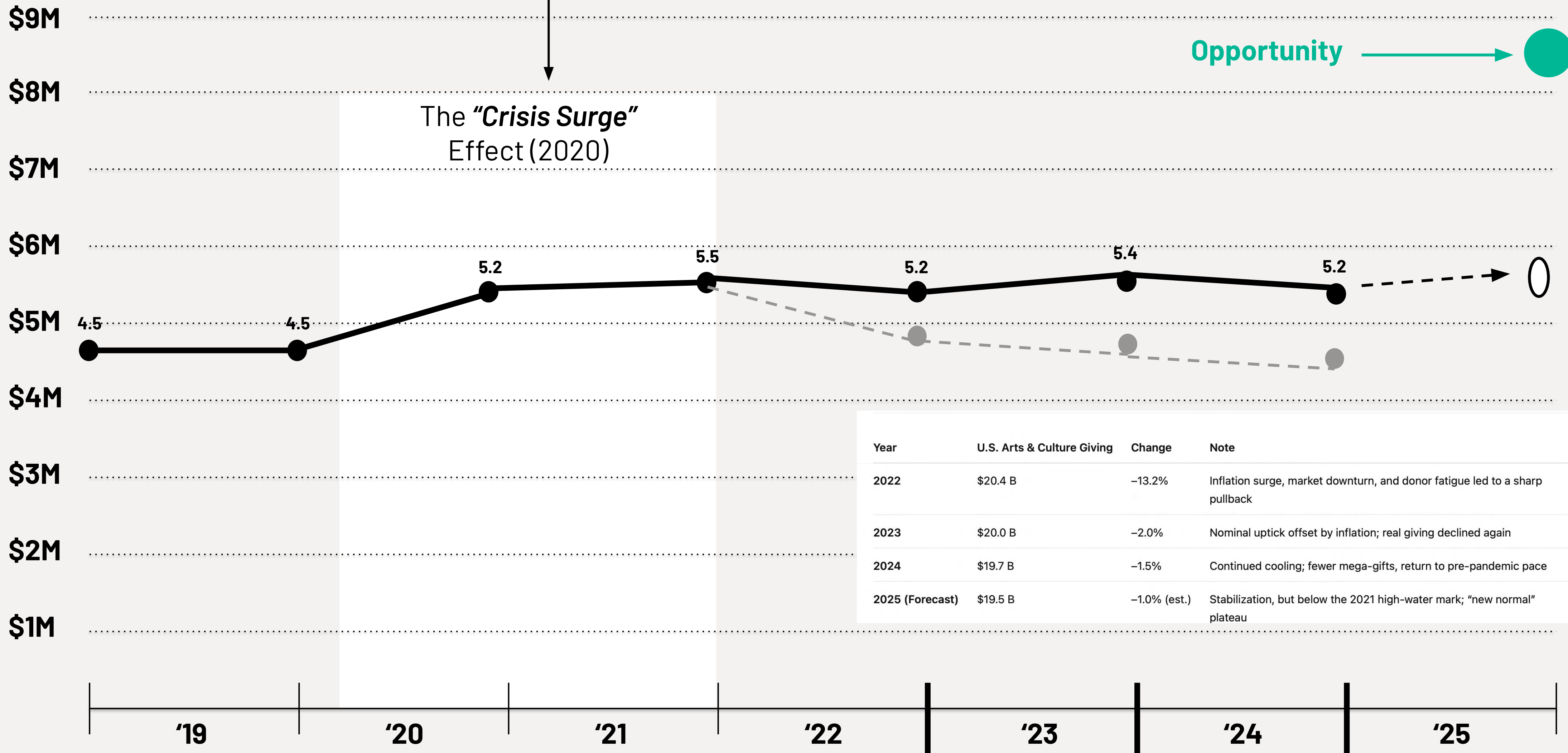
Arizona Cardinal
Armory / Portland Center Stage
Boston Bruins
Chicago Bears
Denver Broncos
Detroit Pistons
Green Bay Packers
Halo / Microsoft
Kansas City Chiefs
KingPins Bowling
MTV
New Jersey Devils
New York Yankees
Oakland Raiders
Oregon Ballet
Oregon Cultural Trust
Oregon Symphony
Portland Timbers
Portland Trail Blazers
San Francisco 49ers
Star Trek
TrackHouse Racing
University of Miami

Community

Autism Society of America
Bay Area Hospital
California Highway Patrol
Festival Napa Valley
George Fox University
Green Sports Alliance
Kaiser Permanente
Marin Health District
Marion County Sheriff's Office
Northwest Senior Disabilities
Oregon Institute of Technology
Oregon State Police
Oregon Wine Board
Oregon Zoo Foundation
Peace Corp
Point Defiance Zoo & Trek
Rainier Club
San Jose State University
Tamarisk Country Club
Washington County Sheriff's Office
Washington State Fair
Whistler & Blackcomb Ski Resorts
Worldly (Higg Index)



Year	U.S. Arts & Culture Giving	Change	Note
2019	\$16.5 B	—	Pre-pandemic baseline
2020	\$21.6 B	+8.7%	Crisis response
2021	\$23.5 B	+27.5%	Rebound & reopening surge

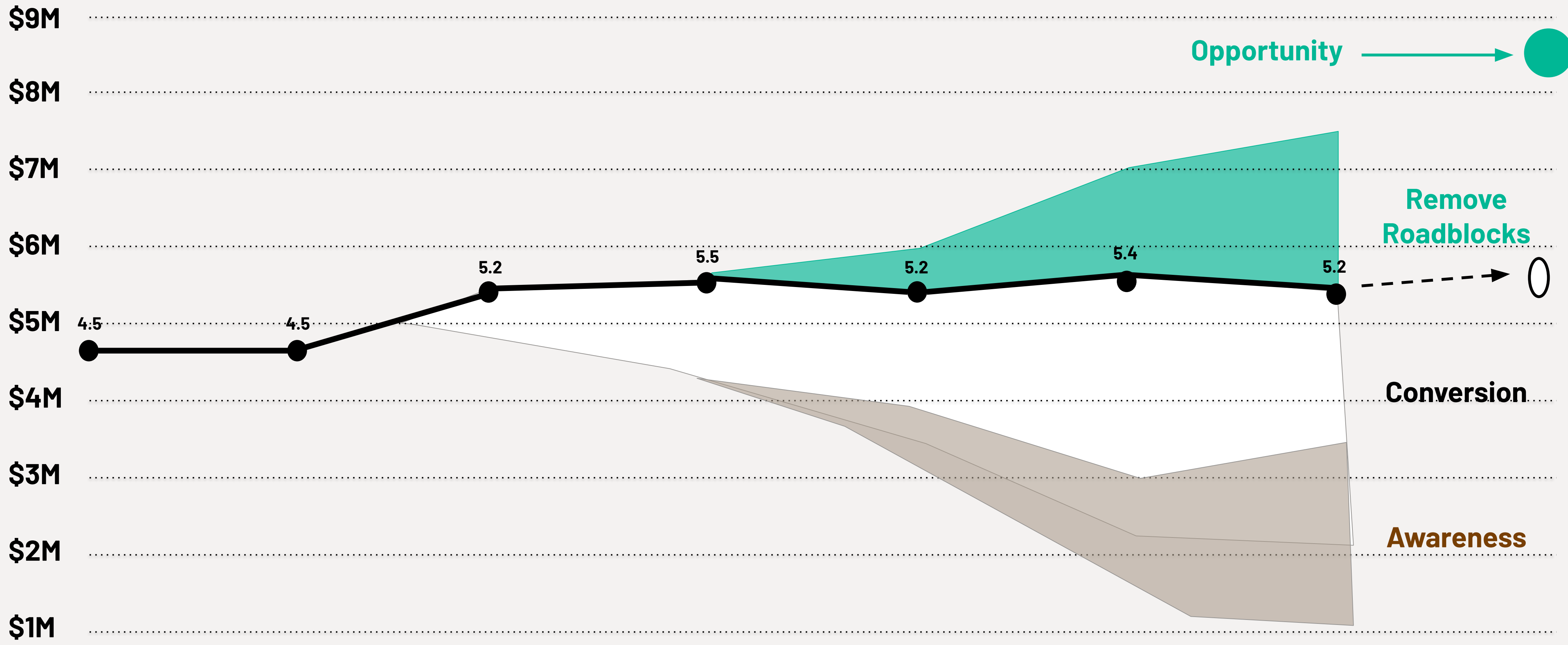


Year	U.S. Arts & Culture Giving	Change	Note
2022	\$20.4 B	-13.2%	Inflation surge, market downturn, and donor fatigue led to a sharp pullback
2023	\$20.0 B	-2.0%	Nominal uptick offset by inflation; real giving declined again
2024	\$19.7 B	-1.5%	Continued cooling; fewer mega-gifts, return to pre-pandemic pace
2025 (Forecast)	\$19.5 B	-1.0% (est.)	Stabilization, but below the 2021 high-water mark; "new normal" plateau

Watson Year 01
Discovery
Support (Digital)
Bell Funk – Lead

Watson Year 02
Creative & Strategy
Digital & Traditional
Bell Funk – Outreach

Watson Year 03
Creative & Strategy
Digital & Traditional
Turell – Outreach



'19

'20

'21

'22

'23

'24

'25

Watson Year 01
Discovery
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Digital & Traditional
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Digital & Traditional
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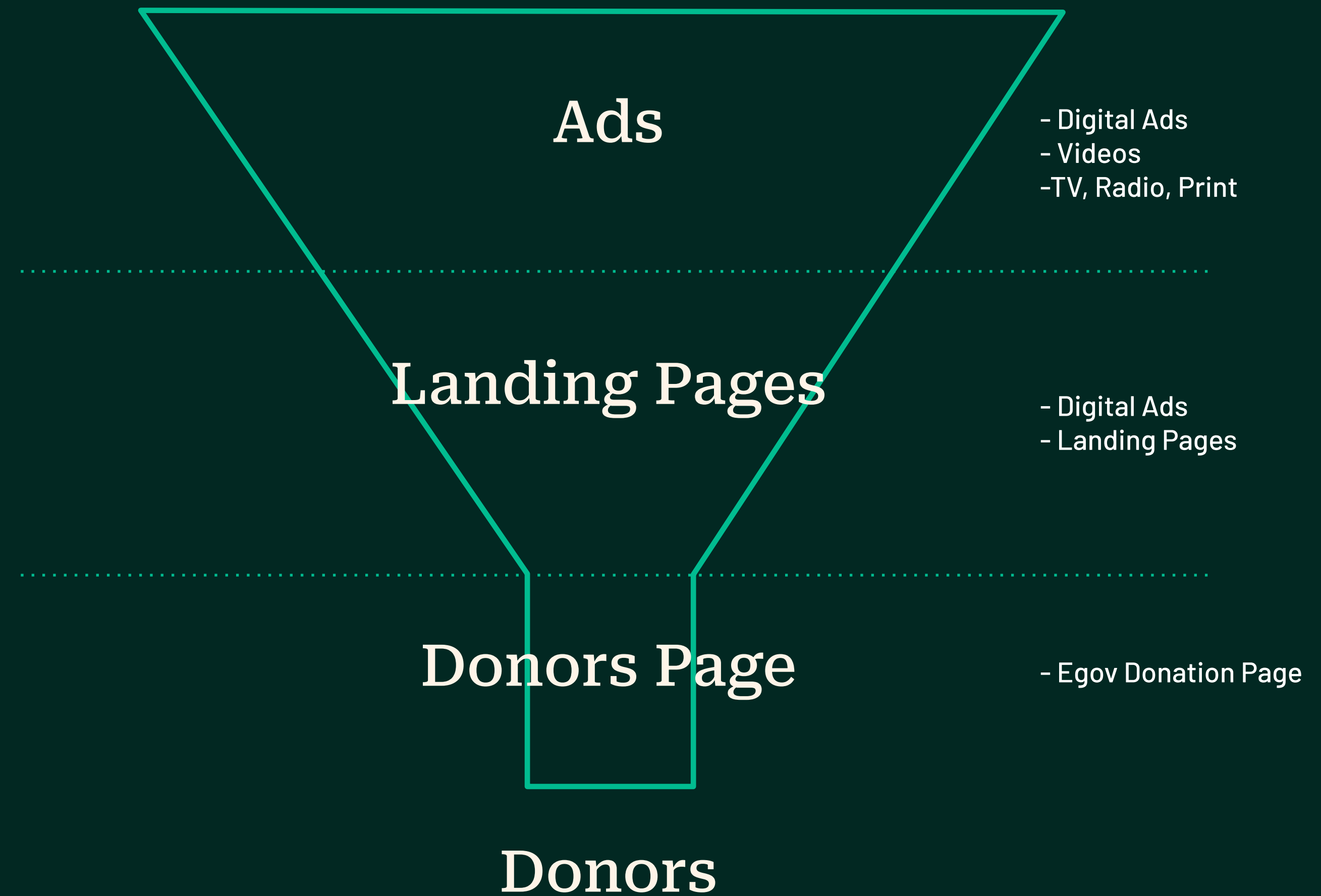
Our Approach

Our Campaign Challenge

Unlike a typical donation flow where users give directly on their site, our funnel is unique and complex.

It is not:

1. Click on an ad
2. Visit our landing page
3. Donate



Our Campaign Challenge

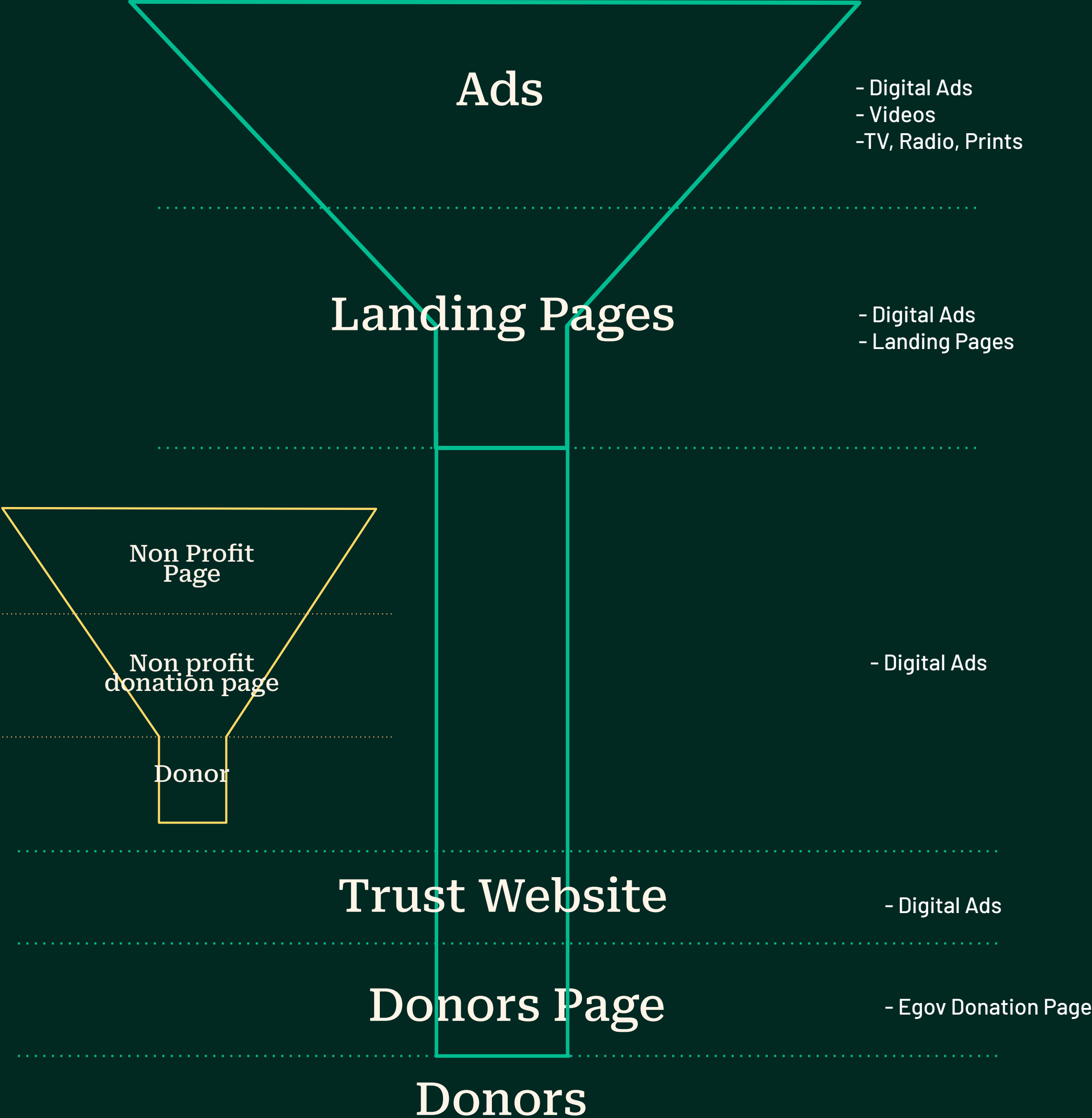
To donate to the Trust, users must:

1. Visit our landing page.
2. Go to one of 1,600 eligible cultural nonprofits to make their donation.
3. Return to the Trust site to complete the match.

This creates a long, fragmented, and hard-to-measure journey.

We also lack direct donor data – it lives with the cultural nonprofits.

Our challenge: motivate, guide, and recover donors despite a multi-site, multi-step process.





Our Strategy to Overcome the Challenge

We turned complexity into strategy — using segmentation, data, and tailored communication.

New Donor Acquisition:

Our strategy focuses on reaching new potential donors, guiding them through the longer multi-step process, and building tools to reconnect post-donation.

Existing Donor Re-engagement:

We also use our existing donor database to re-engage:

- Active donors — people who gave last year, to encourage repeat giving.
- Lapsed or “sleep” donors — those who haven’t donated recently, to bring them back.

Personalized messages by donor type keeps the Trust top of mind. Combined paid media, CRM, and automation to maximize impact without raising costs.

New Donor Acquisition:



Tailored ads



Tailored landing page

Existing Donor Re-engagement:



Tailored ads



Tailored landing page



Results: Proof That Digital Works

Dec 2024 Results

Our campaigns outperform industry norms at every step

Funnel Stage	Users / Events	Conversion	Industry Avg.
Engaged with donor content	44,809	—	—
Clicked “Donate” or CTA	7,790	17.4 %	10–15 %
Reached donation page	7,000	89.9 %	
Completed donation	3,500	50.0 %	



Donor Reactivation in 2024

1,330 donors reactivated in 2024 →
contributed **\$671,159**

Gap Length

- **Skipped 1 year (2023 only):** 372 donors → \$187,798
- **Skipped 2 years (2022 & 2023):** 109 donors → \$62,157
- **Skipped 3 years (2021–2023):** 133 donors → \$46,739
- The rest are donors with other intermittent gaps but returned in 2024.

Most reactivations came from short-lapsed donors, but even long-lapsed supporters returned — proving that **consistent outreach and tailored messaging can bring donors back.**

Because we lack full-funnel, long-term tracking, these wins looked like “unsuccessful campaigns” in real time.

Opportunity cost: We are undervaluing digital campaigns and potentially underinvesting in what actually drives long-term donor return.

If we had real-time reactivation visibility, we could:

- Optimize ad spend better.
- Capture attribution to prove ROI.
- Scale campaigns that work for reactivation.



Donor Churn Rates

Our campaigns in 2023 and 2024 reversed that trend, reactivating 1,330 donors and lowering churn to its best level yet (15.5%).

Donor Churn Rates

- 2020 → 2021: 32.0% churn (3,209 donors lost)
- 2021 → 2022: 18.6% churn (1,269 lost)
- 2022 → 2023: 16.5% churn (1,025 lost)
- 2023 → 2024: 15.5% churn (912 lost)

This shows reactivation campaigns protect long-term donor health.


Retention was weakest after the pandemic spike (2020 → 2021). But when we look at the **donor database data for 2024:**

Since then, retention has steadily improved each year, now at the highest level yet (84.5%).

Donor Retention Rates

- 2020 → 2021: 68.0%
- 2021 → 2022: 81.4%
- 2022 → 2023: 83.5%
- 2023 → 2024: 84.5%

This improvement aligns with the lapsed donor and Donors campaigns **in 2023–2024, which reactivated 1,330 donors and helped strengthen loyalty.**



These are strong numbers and show that our **campaigns are attracting the right audience** – people who are genuinely motivated to give.

- The completion rate is nearly four times higher than average - a **very strong performance.**



Why Digital Marketing Matters

From Visibility to Measurable Impact

Digital provides the visibility and precision needed to make every dollar count.

1. Before digital, the Trust couldn't see which messages or channels drove donations.
2. Now we can track every step of the donor digital journey – from awareness to action.
3. Digital gives us visibility, data, and the ability to optimize in real time.
4. Every dollar spent is measurable – and every insight helps us grow smarter.

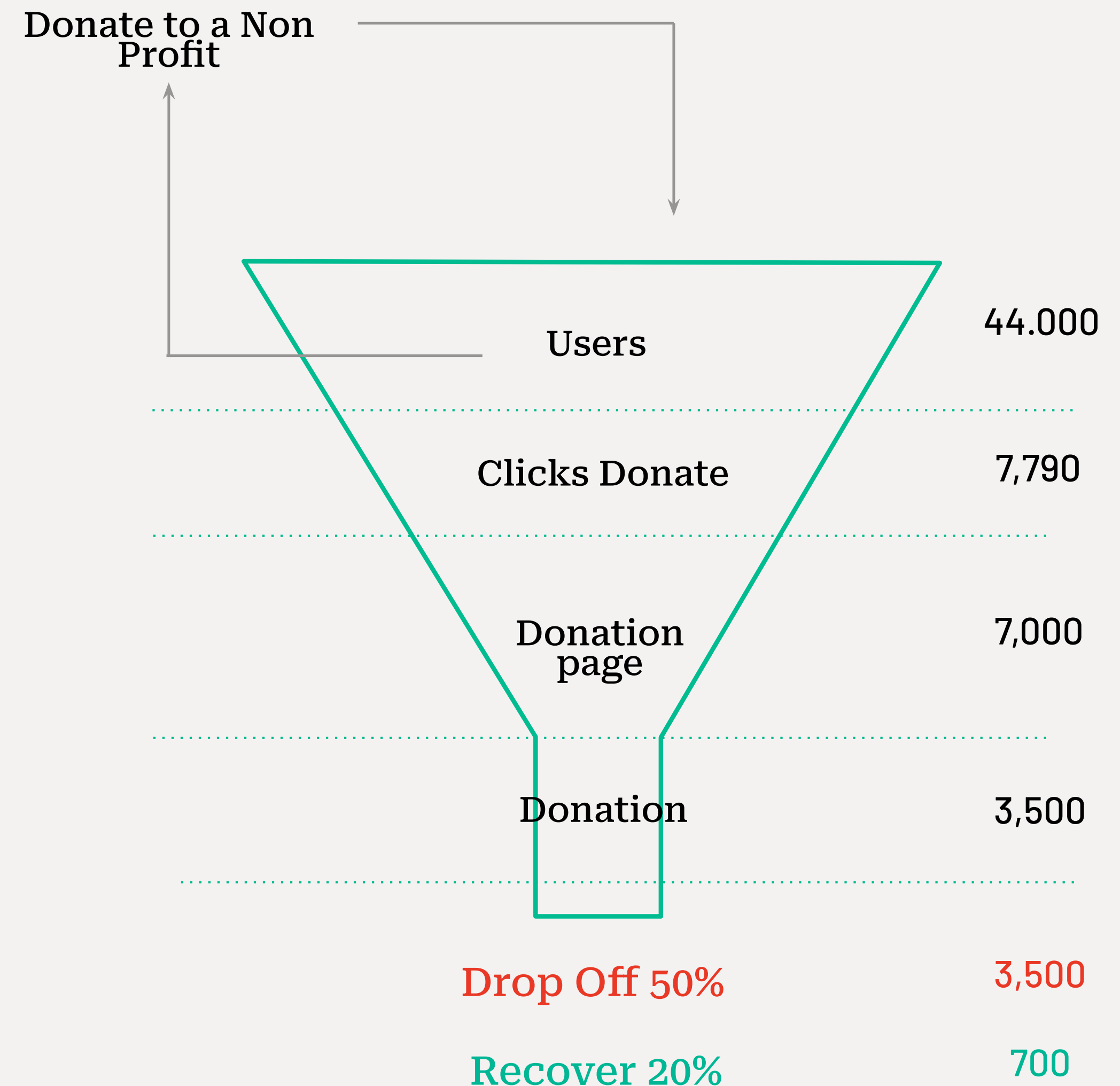
This level of visibility helps us optimize communications and maximize the impact of every dollar spent in real time.

Why Continued Investment Matters

We're Winning — Now Let's Close the Gap

We know where we're losing donors and how to fix it.

1. Digital is attracting the right audience: strong intent, strong conversion.
- 2. The opportunity: 50 % of donors drop off at payment.**
3. Without platform integration, we can't re-engage them.
4. Adding tracking + **automation could recover 20–30 % of lost donations – hundreds more gifts, no extra ad spend.**
5. Continued investment ensures smarter optimization and sustainable growth.

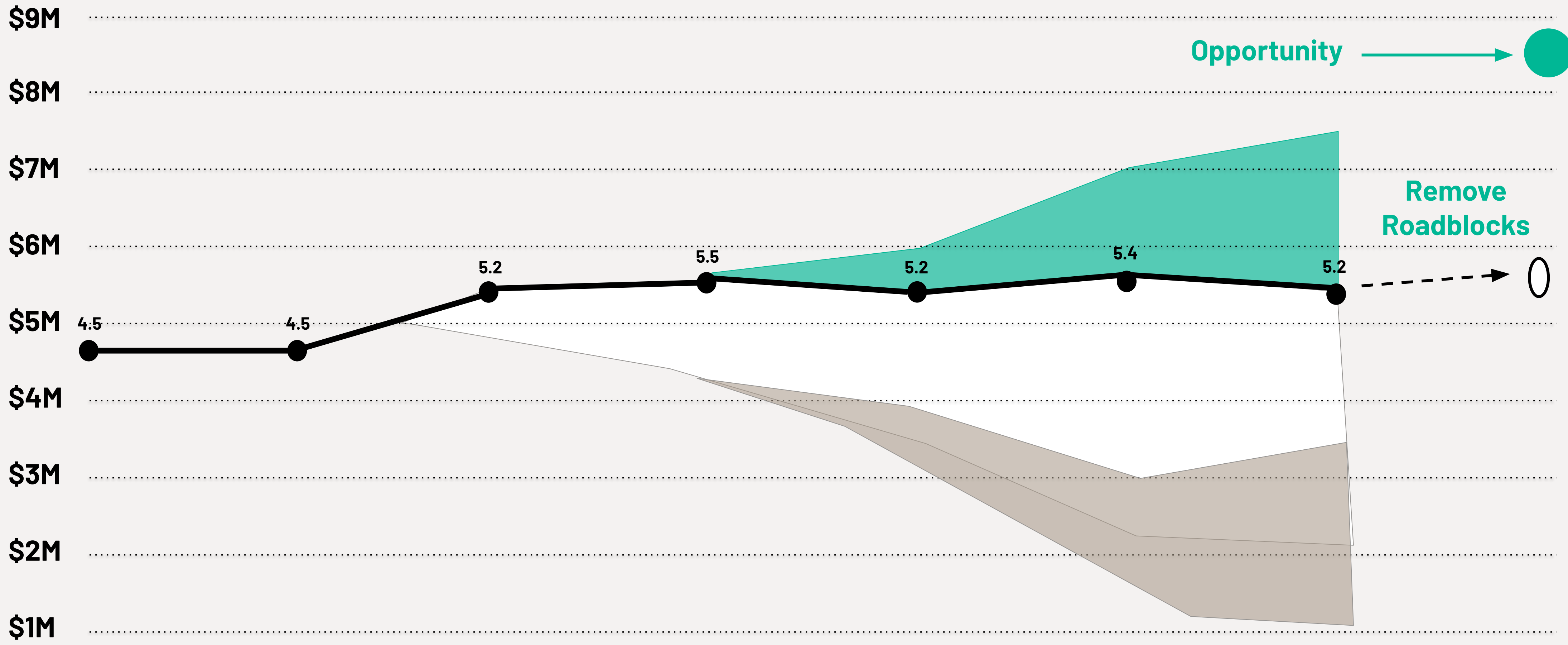




Strengthening Partnerships with Cultural Nonprofits

Unlocking the Full Potential of Donor Data

1. Cultural Nonprofits hold the real donor data – who gives, how often, and how much.
- 2. If even half of our partner nonprofits allowed us to access or co-use their donor lists, we could:**
3. Double the accuracy of our targeting.
4. Send post-donation email marketing (thank-you, impact, re-engagement).
- 5. Improve ROI without increasing ad spend.**
6. Combining our digital insights with their donor data would let us move from one-time giving → continuous donor engagement.



Opportunity → ●

Remove Roadblocks → ○

'19

'20

'21

'22

'23

'24

'25

Watson Year 01
Discovery
Support (Digital)
Bell Funk - Lead

Watson Year 02
Creative & Strategy
Digital & Traditional
Bell Funk - Outreach

Watson Year 03
Creative & Strategy
Digital & Traditional
Turell - Outreach



Thank you.

WatsonCreative.com
Matt@WatsonCreative.com
800 280 3057



October 16, 2025

TO: Cultural Trust Board
FROM: Trust Development Committee
SUBJ: Board Engagement in Fundraising

Committee Overview

The Development Committee was recently established to support the Trust's efforts in increasing donor engagement for the Cultural Trust tax credit. The committee is chaired by Myong-Hui Murphy, with board members Sean Andries and Gayle Yamasaki. Trust staff and communications contractor Dana Turell are also actively involved in this work.

Fundraising Strategy

In partnership with the Turrell Group, the Trust has developed a comprehensive fundraising plan. This strategy focuses on increasing revenue and deepening donor relationships through targeted messaging, improved tracking, board engagement, and the relaunch of the Ambassador Program.

Ambassador Program Relaunch

The Ambassador Program is being reignited, with a kick-off meeting scheduled for October 22. Invitations have been extended to former ambassadors and cultural coalition members. These ambassadors will represent the Trust at community events, presentations, and on social media platforms. A toolkit is being developed to support their outreach efforts. It will include resources for hosting events, sharing content, and leading engagement in their respective counties. All materials will be distributed in advance of the training session.

Board Engagement in Fundraising

The committee is encouraging board members to take an active role in a Corporate Donor Sprint. Currently, the Trust has 16 corporate donors. The goal is to double that number by the end of the year.

Board members are asked to:

- Identify at least five potential corporate donors, particularly C corps and S corps, within their personal or professional networks
- Reach out to those organizations (which will include templates and support from the Committee)
- Ask for a Trust donation by end of November.

Requested Action:

Informational only For board input/discussion For board action

OREGON CULTURAL TRUST

END OF YEAR FUNDRAISING & AMBASSADOR ENGAGEMENT PLAN

Last updated: September 11, 2025

END-OF-YEAR (EOY) FUNDRAISING PLAN

OBJECTIVES & SUCCESS METRICS

- Increase total year-over-year revenue by 5%, from \$5,215,746.72 to \$5,474,434.06.
- Double corporate donors from 16 to 32 this year via a Board-led Corporate Sprint.
- Engage 50 Ambassadors and 100 actions (talks, tabling, direct outreach, social posts).

AUDIENCES

- **Current donors** — steward/upgrade by 12/31.
- **Lapsed donors (12–36 months)** — re-engage with “impact now + credit by 12/31.”
- **Corporate prospects** (business owners/CEOs from board networks) — Board-led sprint.
- **New prospects** — arts attendees, libraries/museums supporters, heritage networks.
- **Ambassadors (regional champions)** — volunteers for local activation.

MESSAGE BANK (HIGH-LEVEL)

- **Core:** Make Culture Count. Your year-end gift fuels arts, heritage, and humanities in every corner of our state.
- **How it works:**
 - 1) Give to your favorite cultural nonprofits.
 - 2) Match with a Trust gift by 12/31.
 - 3) Receive a **dollar-for-dollar Oregon state tax credit** for your Trust gift (see limits).
 - 4) The Trust distributes funds statewide.
- **Proof:** Grants in all 36 counties and 9 tribes; impact stories
- **Urgency:** Dec 31 deadline; match your giving while the credit is available.

KEY DATES & CADENCE (SEP–DEC)

- **Sep (Plan):** Finalize goals, segments, assets; refresh landing page; partner toolkit v1. Seed ambassador recruitment.
- **Oct (Launch):** Story series; first appeal email + direct mail drop; partner spotlights.
- **Nov (Build):** Culture of Thanks (11/1–11/27); Giving Tuesday push (11/25–12/3 window); lapsed reactivation.
- **Dec (Drive & Close):** weekly drumbeat (12/1, 12/8, 12/15, 12/22);
 - **Dec 27–31** daily reminders (AM/PM), ambassador blitz; final countdown (12/31).

CHANNEL PLAN

EMAIL

- Cadence: 7–9 touchpoints (launch, stories, Giving Tuesday, 3x December + 12/27–12/31 daily shorties).
- Segments: current and lapsed (monthly list pulls).
- Personalization: first name; county.

WEBSITE & LANDING PAGE

To be coordinated with Watson

- One primary EOY page: simple explainer of “how the Trust works,” deadline, FAQs, testimonials, impact map, share buttons.
- Embedded giving form (mobile-first), Apple/Google Pay, one-click match explainer, tribute/pledge options.

ORGANIC SOCIAL

- 3x/week Oct–Nov; 4–5x/week in Dec; daily 12/27–12/31.
- Formats: donor selfie quotes, 15s vertical reels (“how the credit works”), county spotlights, ambassador reposts.
- UGC: #MakeCultureCount; “I give because…” sticky prompt.

DIRECT MAIL

- One 6x9 postcard (Oct) + one letter (early Dec) to current/lapsed; QR + short URL; county-specific insert.

PR & THOUGHT LEADERSHIP

- Op-eds from regional ambassadors; press release by region.

ADS

- Evaluate 2024 ads with which Turell group was connected and recommend 2025 ad placements (arts programs, publications, etc.).

AMBASSADOR FIELD ACTIVATION

- Ambassadors lead local tabling, brief talks, presentations at service clubs with county spotlights and a simple toolkit + tracking sheet.
- Regional meet-ups and micro-events.

CREATIVE & ASSET CHECKLIST

- Campaign theme line: **Make Culture Count.**
- Explainer infographic: “How the Cultural Tax Credit works.”
- Social: 30s sizzle + 15s vertical; 5–7 stats; county/regional map tiles; testimonial quote cards.
- Email set (9): headers, buttons, accessibility-checked HTML.
- PR kit: fact sheet, statewide impact stats, county data, story bank (10 short stories)
- Ambassador toolkit (see Ambassador Engagement Plan).

COPY BANK (PLUG-AND-PLAY)

EMAIL SUBJECTS

- “Make Culture Count.”
- “Match your love of arts, heritage and humanities by 12/31.”
- “Oregon’s cultural tax credit: how it works (simple).”
- “Last 48 hours for 2025 credit.”

HEADERS / CTAS

- “Fuel arts, heritage, humanities across 36 counties.”
- “Give now • Match with the Trust • Claim your credit.”
- “Donate by Dec 31.”

MICROCOPY (SOCIAL)

- “Do you love Oregon’s arts, heritage, humanities? Give now and match with the Trust by 12/31. It’s simple. [link]”

DATA, TRACKING & REPORTING

TRACKING

- Referrals to website, and to donation (if possible) including through:
 - QR codes (flyers, presentations, print ads managed by TG, etc.)
 - Emails
 - Social posts
- Net weekly contributions, with comparison to 2024.
- If possible: revenue by source/segment; donors; avg gift; match completion; county distribution; retention.

REPORTING

- Host online dashboard of data and ambassador actions.
- Report progress to Trust staff and Ambassadors with motivating messages.
 - Weekly, Nov – Dec.
 - Daily, 12/27 – 12/31.

AMBASSADOR ENGAGEMENT PLAN

GOAL

- Activate **50 trained ambassadors** statewide to complete **100 ambassador actions** by 12/31 (talks, tabling, presentations, direct outreach, social posts), with representation in all 36 counties and all 9 tribes.

WHO IS AN AMBASSADOR?

- Trusted community connector (board member, artist, librarian, museum or heritage volunteer, business leader, Rotary/Chamber leader, educator).

RECRUITMENT TARGETS & TIMELINE

- **Sep 15 – 24:**
 - Connect with 2024 Ambassadors and Coalition Members.
 - Secure commitments from 50 individuals.
 - Recruit a representative for every county and tribe.
 - Recruit 6 regional leaders.
- **Sept 29:** Info session for interested potential Ambassadors
- **Oct 6:** Regional Leader training
- **Oct 13:** Virtual kickoff; deliver toolkits.
- **Oct 23 – 31:** Regional pod gatherings (online and in person)
- **Nov – Dec 26:** Weekly office hours; monthly huddles; share wins; assign counties with gaps.
- **Dec 27–31:** Daily 15-minute blitz calls/texts.

ONBOARDING TOOLKIT (DELIVER AS A SHARED FOLDER)

- Quick-start guide (1 page) – “How the tax credit works” and the 3 most effective asks.
- Scripts: text/DM, email, 30-second elevator, voicemail.
- Assets: 3 emails, 6 social tiles, 3 reels, regional or county map graphics, QRs + short url link.
- Personal tracking sheet (commitments + outcomes).
- FAQ + compliance notes + accessibility tips.

ACTIVATION TRACKS (PICK 1–3 PER AMBASSADOR)

- **Ask-5:** identify 5 people you know; text + follow-up call; share result screenshot.
- **Host-a-Moment:** 30-minute coffee, table at an event, club, organization or board presentation.
- **Creator:** record a 20–30s vertical video (“I give because...”) and post with link.
- **County Champion:** local media calendar submissions; write op-ed; county coalition tabling; library or 3rd space display.

WEEKLY PROMPTS (NOV–DEC)

- **Nov Wk 1:** “I give because...” story post + tag 3 friends.
- **Nov Wk 2:** DM to 5 friends with simple explainer link.
- **Nov Wk 3:** Share with friends and colleagues.
- **Nov Wk 4 (GT):** post morning + evening; update stories with live progress.
- **Dec Wk 1–3:** one post + 5 DMs weekly; spotlight a county or org you love.
- **Dec 27–31:** daily AM/PM text/call; use countdown tiles. Scripts (plug-and-play)

30-sec elevator

- “Oregon has a unique way to keep arts, heritage, and humanities strong. Give to a cultural nonprofit you love, then match that gift to the Cultural Trust by Dec 31 and you will receive a dollar-for-dollar Oregon state tax credit for your Trust gift (see limits). It keeps culture thriving in all 36 counties. Here’s the link.”

Text/DM

- “Hey! Quick favor for Oregon culture. Will you join me with a year-end gift and match it to the Cultural Trust by 12/31? It’s simple and statewide. Link: _____”

Email

- Subject: “Make Culture Count with me”
“I’m supporting the Cultural Trust again this year because the impact reaches every corner of the state. If you’re giving to the arts or heritage, consider matching with a Trust gift by 12/31. Simple explainer + donate: _____ Thank you!”

Voicemail

- “Hi _____—it’s _____. I’m calling about a quick year-end culture boost. Oregon’s Cultural Trust lets you match your giving and support statewide grants. I’ll text you the link. Thanks!”

RECOGNITION & MOTIVATION

- Shout-outs, leaderboard, thank-yous.

ACTION TRACKING & RECOGNITION

- Each ambassador keeps a simple **action log** (talks, tabling shifts, direct outreach texts/emails, social posts).
- Recognize top action-takers by region and shout-outs.
- Weekly (Nov – Dec 26) or daily (Dec 27 – 31) updates on progress.

SUPPORT & ESCALATION

- WhatsApp, GroupMe, Google Chat (?) for assets, questions, and quick approvals.
- Office hours: 1 hour weekly in Nov-Dec.
- FAQ: credit basics, deadlines, receipts, matching gifts, (Donor Advised Funds) DAFs, stock gifts.

IMPLEMENTATION CHECKLIST

By Sept 15

- Lock target numbers and segments including: 5% revenue lift target and corporate doubling target.
- Coordinate creative direction with Watson.
- Draft email #1 and direct mail copy.
- Coordinate any feasible webpage updates; confirm payment methods.
- Email Ambassadors from 2024 and potential Ambassadors (Coalition Members and short-list).
- Activate first 25 Ambassadors.
- Identify regional Ambassador leads.
- Schedule info session, and trainings.
- Launch Board-led Corporate Sprint prep: confirm board champions, prospect worksheet, and first 10 corporate targets.

By Oct 15

- Finalize full asset suite and toolkits.
- Upload tools; confirm county data.
- Set up monthly list-pull routine and ambassador action-log templates.
- Confirm PR/editorial calendar.
- Identify 2025 Ambassadors.
- Train regional Ambassador leaders.
- Approve Board corporate packet (one-pager, scripts, email templates, pledge form).

By Nov 15

- Trained Ambassadors.
- Activated regional Ambassador pods.
- Scheduled Ambassador micro-events.
- Reviewed mid-point Board corporate sprint; add/replace prospects as needed.

Dec 1–31

- Reporting weekly.
- Refreshed creative if needed.
- Final-week daily cadence; staff + ambassadors in “blitz mode.”
- Close-out Board corporate 12/27–12/31 with daily touchpoints.

AMBASSADOR RE-ENGAGEMENT EMAIL – DRAFT

(Trust staff to send)

Subject Options

- Ambassadors, thank you — **Make Culture Count** this year + quick RSVP.
- **Make Culture Count** — your regional meet-up inside.

Preheader We’re simplifying tools and meetings based on your feedback. Join your region’s quick kickoff.

Body (paste-ready) Hello [First Name],

Thank you for everything you’ve done to keep Oregon’s arts, heritage, and humanities thriving. We heard your feedback and we’re simplifying the Ambassador program this year — clearer message, lighter-lift tools, and more ways to connect with each other locally.

What’s New

- A simple 1-2-3 message and a refreshed explainer.
- A concise toolkit: slide deck + script, elevator pitch card, pocket card/leave-behind, FAQs, and ready-to-post social.
- Coordinated outreach.
- **Regional meet-ups** so we can identify and claim opportunities.
- Mini trainings and a short, steady cadence (no overwhelm).

Quick actions

- 1) RSVP to your regional meet-up: [Region RSVP Link].
- 2) Tell us how you'd like to help (pick 1–3): present • table • personal outreach • share on social. [Form link]
- 3) Interest with helping with regional coordination. [Y/N Form link]
- 4) Confirm your best email + mobile. [Form link]

Thank you again for your time and leadership. Together we'll finish strong by 12/31.

With gratitude, [Name], [Title] Oregon Cultural Trust

OPEN CALL: EMAIL TO COALITION MEMBERS AND SHORT LIST OF POTENTIALS– DRAFT (BECOME AN AMBASSADOR)

(Trust staff to send)

Subject options

- **Make Culture Count** — become a Cultural Trust Ambassador
- Love the arts, heritage, humanities? Join our Ambassador team

Preheader Low-lift, local ways to help before 12/31 — we'll give you the tools.

Body (paste-ready) Hi [First Name],

We need volunteer Ambassadors to help spread the word about Oregon's unique way to keep culture strong in every county. Commitment is just through December 2025. It's flexible, local, and we provide everything you need.

What Ambassadors do (choose 1 to 2):

- Give a short talk at a community or workplace gathering.
- Host a table at a local event.
- Text or email a few friends and colleagues.
- Share ready-made posts on social.

We'll train you in 30 minutes, introduce you to other Ambassadors in your region, and share a simple toolkit you can use the same day.

Interested? **Sign up here:** [Ambassador Interest Form]

Prefer to start by learning more? **Join a 20-minute info session:** [Info Session RSVP]

Thanks for helping Make Culture Count!

— Oregon Cultural Trust

REGIONAL MEETING SCHEDULING PLAN (50 AMBASSADORS)

Regions (draft): Portland Metro • North Coast, Lower Columbia & Willamette Valley North • Willamette Valley South & Central Coast • Central Oregon • Southern Oregon & South Coast • Eastern Oregon.

Format: 60-minute hybrid (in-person host site + Zoom) at a library/museum/arts center. Provide slides + one-page.

Scheduling method (fast + clear):

- 1) Publish **two candidate time windows per region** (Week A evening, Week B noon).
- 2) Send each region a **single RSVP form** (name, cell, preferred slot, in-person/Zoom).
- 3) Lock the majority slot 72 hours after send; send calendar invites; post final times to a simple public page.
- 4) Assign a **regional point person** to greet, take attendance, and capture 3 action items per meeting.

Agenda (60 min):

- 0–10: Welcome, statewide picture, quick 1-2-3 message.
- 10–25: “What works here?” county scan and target orgs.
- 25–35: Pick two activation tracks per attendee (present/table/outreach/social).
- 35–50: Micro-planning in pairs/pods; swap contact info.
- 50–60: Confirm dates, who does what by when; photo + thank-you.

TOOLS & COLLATERAL UPDATE

Project: EOY25 Ambassador & Donor Tools – Simplify & Activate.

Objective

Enable donors and Ambassadors to understand and act on the Trust’s 1-2-3 message in under 30 seconds; equip Ambassadors with light, modular tools they can use the same day.

Background (why now)

Prior research showed messaging complexity, confusing web path, lack of goals/reporting, and Ambassador tools that felt heavy. We’re streamlining to the essentials and anchoring activity in regional pods.

Audiences: Primary: Ambassadors; Donors & Prospects.

Deliverables

- **Explainer infographic** (1-2-3 “Give → Match → Get Back” + deadline).
- Slide deck (8–10 slides) + speaker script (board/Rotary/community).
- **Elevator-pitch card** (front: 30-sec pitch; back: QR + URL).
- **Pocket card / leave-behind** (county-agnostic + editable county field).
- **FAQ (1-pager)** (credit basics, deadlines, receipts, DAFs, stock gifts).
- **Ready-to-post social** (6 statics + 3 reels; square + vertical).
- **Regional meeting kit** (agenda, sign-in, action capture sheet, slide template).
- **Ambassador tracking sheet** (10-contact list with outcomes; action log template).

Voice & Design

Follow Watson’s creative.

BOARD-LED CORPORATE GIVING SPRINT (4 WEEKS)

GOAL

Double corporate donations vs last year by activating trustees' personal networks quickly and respectfully.

WHY THIS WORKS NOW

- Scarce base (few corporate donors) → a small number of wins can 2x year-over-year.
- Trustee credibility opens doors faster than cold outreach.
- The Cultural Trust's unique value (statewide impact + cultural tax credit within statutory limits) is attractive to Oregon-based employers.

MINIMUM VIABLE SPRINT (MVS)

- Each board member identifies **3–5 businesses** they know personally.
- Make **one warm intro + one direct ask** per company (email → call → follow-up).
- Target decision-makers: owner, CEO, CFO, head of community investment/HR.

PROSPECT FIT (QUICK FILTERS)

- Oregon-headquartered or substantial Oregon workforce.
- Publicly values culture/community; visible employee engagement.
- Clear December giving window; openness to tax-advantaged gifts.

BOARD PACKET (DELIVERABLES)

- 1) One-pager: impact, 1-2-3 explainer, examples of corporate engagement, QR/URL.
- 2) Email templates + call/voicemail scripts (below).
- 3) Pledge form (PDF + e-sign) with recognition options.
- 4) Tracking sheet (Google Sheet): company • contact • stage • last touch • next step • likelihood • pledged \$ • close date • attribution (board member).
- 5) FAQ & compliance note: credit "within statutory limits"; encourage consultation with tax professionals.

BOARD EMAIL TO A BUSINESS OWNER (TEMPLATE)

Subject: Quick Oregon culture opportunity before 12/31

Hi [First Name] —

I'm a trustee with the Oregon Cultural Trust. We fund arts, heritage, and humanities work in all 36 counties. I'm reaching out because there's a simple year-end way your company can support culture statewide. The Trust uses a unique Oregon mechanism that may include a state tax credit for qualifying Trust gifts (within statutory limits).

Would you consider a year-end corporate gift of \$[ask] or sponsoring an employee-match challenge? I can share a one-pager and a 10-minute overview. If it's a fit, we'll make it easy and visible for your team.

Could we schedule a quick call next week?

Thanks for considering,

[Board Member Name]

[Mobile]

CALL SCRIPT (2–3 MINUTES)

- Purpose: quick year-end culture boost; statewide impact; simple mechanism; deadline 12/31.
- Options: corporate gift; employee match challenge; workplace campaign.
- Close: suggest a specific amount/date; confirm next step; offer one-pager.

LINKEDIN INMAIL (SHORT)

Hi [Name] — I serve on the Oregon Cultural Trust board. We're inviting a handful of Oregon employers to make a simple year-end corporate gift or match challenge that supports arts/heritage statewide. Can I send a 1-pager?

SPRINT TIMELINE

- **Week 0 (now):** finalize target list; send board packet; 20-minute briefing.
- **Week 1:** first emails out; follow-up calls; log stages.
- **Week 2:** meetings; secure first pledges; share wins; swap intros.
- **Week 3:** second-wave outreach; workplace campaign intros.
- **Week 4:** close and thank; invoice/pledge follow-through.

ACCOUNTABILITY

- 15-minute **Friday huddle** (board/ED/dev lead) to review the tracker.
- Traffic-light flags for each prospect; unblock asks instantly.
- Recognize early wins in board communications.



October 16, 2025

TO: Cultural Trust Board
FROM: Trust Recruitment Committee
SUBJ: Board Member Recruitment

Committee Overview:

The newly established Recruitment Committee, chaired by Deb Schallert with members Sean Andries and Niki Price, is actively working to fill upcoming vacancies on the Board.

Board Vacancies:

We are thrilled to announce that Myong-Hui Murphy has been reappointed to the Board. Additionally, we warmly welcome Lydia Heins, Executive Director of the Coos Art Museum, whose term will begin on November 1, 2025. Amber Faist of the Northwest Native Chamber will be put forward to the Senate for confirmation in mid-November.

This year, the terms of four board members are ending: Niki Price, Gayle Yamasaki, George Kramer, and Nathalie Johnson. The Committee is seeking to fill all four positions, with confirmations expected during the February 2026 Short Legislative Session.

Key Dates:

- Applications due in Workday: November 11, 2025
- Recommendations to Governor's Office: December 5, 2025

Desired Attributes for New Board Members:

- Increased diversity (e.g., people of color, younger individuals, tribal members)
- Fundraising experience
- Statewide influence
- Geographic balance

Recruitment Process & Outreach:

- Applications are submitted via Workday
- The Committee will interview candidates and submit recommendations to the Governor's Office
- A tracking spreadsheet is being developed to assess current representation and identify gaps
- Outreach emails have been sent to coalitions and past board members to encourage nominations and expressions of interest
- A Board Member Expectations document is enclosed for reference

Board Participation Encouraged:

All current board members are invited to support the recruitment effort by submitting names of potential candidates.

Requested Action:

Informational only

For board input/discussion

For board action



Oregon Cultural Trust

Board Member Expectations

Vision: We envision an Oregon that champions and invest in creative expression and cultural exchange, driving innovation and opportunity for all.

Mission: To lead Oregon in cultivating, growing and valuing culture as an integral part of communities. We do this by inspiring Oregonians to invest in a permanent fund that provides annual grants to cultural organizations.

Goals:

1. Grow the Cultural Trust and ensure its future
2. Maximize statewide visibility for the Cultural Trust's work
3. Strengthen collaboration and support within the statewide cultural network
4. Maximize efficiency and effectiveness of Cultural Trust's process and programs

About the Oregon Cultural Trust

Created in 2001 by the Oregon Legislature, the Oregon Cultural Trust is a testimony to how much Oregonians value culture. No other state provides a 100 percent tax credit to inspire cultural giving. As uniquely Oregonian as public beaches and the bottle bill, the Oregon Cultural Trust was established by the Oregon Legislature as an ongoing funding engine for arts and culture across the state. Oregonians fund the Cultural Trust. We, in turn, fund the artists, potters, rappers, acrobats and dreamers who make Oregon, Oregon.

In 2024 Oregonians gave \$5.2 million to the Cultural Trust! 58% percent of that went straight back to the field and the remaining 42% helped grow our permanent fund. Our grant programs fund our [five Statewide Partners](#), [45 County and Tribal Coalitions](#) and [qualified cultural nonprofits](#) through competitive Cultural Development Grants. More information at culturaltrust.org.

Meetings and Time Commitments

- The Board meets quarterly, with four board meetings each year. There are occasional special board meetings for unanticipated action items.
- The quarterly meetings range between 3-5 hours.
- There are also Board committees including Development, Budget, Recruitment and ad hoc for special initiatives such as strategic planning. Board members are encouraged but not required to serve.
- Typically, board members spend 2-5 hours each month on Trust work.

Expectations

- Board members are asked to attend all Board meetings.

- Board members are also encouraged to serve as chairs for one of our annual peer review panels. The Trust has four panels each year and a panel chair facilitates one of the meetings and presents the recommendations to the full board.
- Board members are also highly encouraged to donate to the Cultural Trust for the tax credit. Our goal is to have 100% board giving to the Trust, at any level.
- Board members are highly encouraged to purchase Cultural Trust license plate, if possible.
- Board members are asked to serve as Ambassadors-- actively engaging in promoting donations to the Cultural Trust. The staff supports Board members in presenting to cultural nonprofit boards and other community groups.
- Cultural Trust is very inclusive and works to ensure a statewide presence. We encourage Board members to consider all aspects of Oregon and all those that live here.



Oregon Arts Commission Partner Report
to the Oregon Cultural Trust
October 16, 2025

Federal Funding

As you likely know, Congress has not yet reached an agreement on a budget plan for fiscal year 2026 and a partial federal government shutdown has taken place. Generally speaking, federal shutdowns don't extend to NEA grantees. Unless otherwise notified, NEA grantees may continue with their projects. This is good news for arts programs slated to occur during this fall season. Also, Partnership Agreements originate from appropriations enacted by Congress in prior years (from federal FY25 and earlier). That's another reason that states and regions can continue with their activities—including subgranting and other programs—without interruption. The federal government won't be able to resume regular operations until the House, Senate and White House can strike a budget deal. It's difficult to predict the trajectory of those negotiations.

Grants

- The Arts Commission approved our FY2026 Grant Budget and Sustaining Arts Program Grants (operating support) at our September Commission meeting in Pendleton. We are awarding 355 arts organizations a Sustaining Arts Grant.
- We recently had deadlines for our Career Opportunity Grants and Arts Build Communities Grant and are currently reviewing applications.
- Individual Artist Fellowship Grant Applications has an October 15th deadline. This cycle is for Visual Arts.
- The Arts Commission awarded \$310,00 in Arts Learning Grant. In the news - KTVZ – <https://ktvz.com/lifestyle/arts/2025/10/02/oregon-arts-commission-awards-310000-in-arts-learning-grants-to-31-organizations-statewide/>

50 for 50 - 50th Anniversary Celebration of Oregon's Percent for Art in Public Places Program

We have received a lot of visibility for our 50th anniversary of our percent for art program:

- OPB - <https://www.opb.org/article/2025/09/03/oregon-arts-commission-celebrates-50-years-of-public-art-and-artists/> - “Oregon Arts Commission celebrates 50 years of public art and artists.”
- Attorney General Dan Rayfield shared the selection of The Scales of Justice by MJ Anderson (located outside the main DOJ building) via his X account: <https://x.com/AGDanRayfield/status/1956042789428351464>
- Oregon Arts Watch – <https://www.orartswatch.org/celebrating-50-years-of-oregons-percent-for-art-in-public-places-program/> - “Celebrating 50 years of Oregon’s Percent for Art in Public Places Program.”

- Oregon State University's OSU Today – <https://today.oregonstate.edu/all-stories/osu-home-12-public-art-pieces-featured-oregon%E2%80%99s-percent-art-anniversary-collection> - "OSU home to 12 public art pieces featured in Oregon's Percent for Art anniversary collection."
- Creative West shared the story in their September 2025 e-newsletter.

Commissioner Recruitment

Our Nominating Committee is actively recruiting for three Commission seats.



Oregon

Tina Kotek, Governor

Parks and Recreation Department
Oregon Heritage Commission
725 Summer St. NE, Suite C
Salem, OR 97301-1271
(503) 986-0685
www.oregonheritage.org



Oregon Heritage Commission Report

2026 Oregon Heritage Plan

The Commission is working with a consultant to update the Oregon Heritage Plan. This statewide plan is a call to action for heritage efforts to unite around common goals. For statewide partners that serve the heritage preservation community, it can serve as a framework to help align their programs to help heritage organizations work towards these goals. Please share the following opportunities associated with this process:

- Input sessions through Nov. 15, please see the [list of virtual opportunities](#) to help inform the update to the plan. Any help spreading the word would be much appreciated.
- Take and share the [General Public Survey](#) asking Oregonians how they interact with and value heritage resources and experiences

Oregon Heritage Conference & Heritage Excellence Awards

Save the date for the [2026 Oregon Heritage Conference](#) April 29-May 2 in Woodburn. The theme is *Stories, Culture, Place - Weaving Community Heritage* and session proposals are open. This year we are partnering with Oregon Museums Association who has shifted their annual conference to the Spring. Excellence Awards applications will open the last week of October and the Commission would appreciate help spreading the word for both the Conference and the Awards.

NAGPRA Guidance for small heritage organizations

The Oregon Heritage Commission is partnering with staff from LCIS, OSU, and PSU to develop resources and tools for small organizations to find a path forward with repatriation efforts related to the [Native American Graves Protection and Repatriation Act](#) (NAGPRA).

Work continues...

- NW Digital Heritage and providing access to making collections accessible online
- Disaster mitigation planning for historic resources – grant from FEMA to implement in Heritage All-Star Communities
- Continuing to move forward the recommendations from the 2024 Oregon Heritage Vitality Report.



Oregon

Tina Kotek, Governor

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State Historic Preservation Office Report

SHPO staffing update

Oregon Heritage has applications open for the Local Preservation Partners Coordinator position. Sheri Stuart, the Oregon Main Street coordinator, will be retiring in February. This position will be on the Outreach team with Kuri Gill as the manager. It will coordinate both Oregon Main Street and the federal Certified Local Government program. Application deadline is 10/20/2025. More information [here](#).

Benefit program for historic properties

The Special Assessment for Historic Properties program was reauthorized. It supports historic preservation of commercial properties. The rulemaking is in process now and the program will re-open in November.

OPRD Budget Challenges

OPRD is facing a \$17 million shortfall this biennium and it will likely grow the next biennium. The agency is exploring both increasing revenue and reducing costs. Also, the state has a major shortfall. So we will be directed by the Governor's office in regard to cost saving measures. At this time for short-term savings we have more limited travel, particularly, out-of-state travel and longer wait times when hiring for a vacated position.

Federal Historic Preservation Funding

Stable funding for historic preservation programs is included in both the Senate and House budget proposals so far for FY2026.

Oregon Heritage Developing Continuity of Operations Plan

Through our partnership with the UO Institute for Policy Research and Engagement, we are developing our COOP, which has highlighted gaps in our ability to continue our work during any sort of disruption. It has been a useful process and the document will guide both how we manage during a disaster and the implementation of the recommendations so we are better prepared in the future.

Community-wide Disaster Planning work continues

Through our partnership with the UO Institute for Policy Research and Engagement, we have now completed plans with Albany, Astoria, Bend, Salem. Coos Bay and Coburg are in progress. Learn more about this work here. <https://www.oregon.gov/oprd/OH/Pages/DisasterPrep.aspx>

Women's History MPD project continues

The historic property survey work is getting started to document properties associated with women's labor history in Oregon.

Properties listed on the National Register of Historic Places

- No new listing since the last meeting

Work continues...

- Heritage HUB database development for program and historic resource record management is in progress. OPRD has committed two staff to support the agency through the DAS process and the development of the database. This is requiring significant staff focus, but it will be worth it in the final product.

Oregon Humanities

To the Oregon Cultural Trust Board of Directors,

Once again, we'd like to begin by expressing our deep gratitude for the ongoing support from the Oregon Cultural Trust staff, board, and partners as we navigate continued funding uncertainty from the National Endowment for the Humanities. As we've shared previously, the funding instability impacts not only Oregon, but also humanities councils in every single US state and territory. We have been working with our colleagues across the states and territories to lift up programming, brainstorm creative approaches to continuing work, and to keep each other in mind as we navigate this next federal budget process.

We continue to have deep gratitude to our board member Anna Sortun and her team at Tonkon Torp, who filed a lawsuit on behalf of Oregon Humanities and the Federation of State Humanities Councils. Following our August 4 court appearance, a federal district judge issued a preliminary injunction in our joint lawsuit with the Federation of State Humanities Councils, finding that NEH's April termination of grants to humanities councils was unlawful. This injunction is not a final opinion, and it will not restore any lost revenue to Oregon Humanities, but it is a very positive first step. You can learn more about the lawsuit here on the [Federation's website](#) and our ongoing advocacy work [here on our website](#).

Given the Federal Government has not yet passed the FY26 budget, we are currently working on our FY26 budget against a backdrop of significant uncertainty. We have developed three different budget scenarios so we are prepared to adjust our programming as needed in response to funding news. Here are just a few things already in progress for our upcoming year.

- We're continuing our work on a new collection of programming called "[Beyond 250](#)" exploring themes connected to the upcoming 250th anniversary of the Declaration of Independence, using this anniversary as a jumping off point to explore themes such as liberty, equality, happiness, freedoms, the future, and monuments.
- The theme for our [Consider This](#) series this year is "Beyond 250," and will kick off on October 27 with [a conversation with Akhil Reed Amar in Portland](#).
- Our [Conversation Project](#) catalog is robust with topics ranging from "Getting Curious About Conflict," "Are you Doing Community Wrong?," "Parenting in a Noisy Time," "Reentry and Empathy," "Talking About Gender," and "Talking About Values Across Divides." If you're looking for a unique and connective experience for your workplace, place of worship, or community gathering, consider hosting a Conversation Project. By December, we'll have additional conversations in the catalog connected to the 250th.

- Our [Dear Stranger](#) program continues to engage letter writers across Oregon and the world, responding to a prompt posted in our magazine, social media, website, and at drop boxes around the state. The current prompt is tied to our “Real” theme for the most recent issue of the magazine and letters are due October 31.
- We are busy working to get materials ready to open our [MiniGrants for Rural Libraries](#). Unfortunately the funding cut from the NEH resulted in the termination of our Public Program Grants for FY25 and may mean we will not disperse Public Program Grants in FY26.
- Our [Leading Reflective Conversation Training](#) events across the state (in-person and virtual) continue to draw in community members looking to hold their own reflective conversations in their communities and workplaces.
- Ellen Waterston, our current [Oregon Poet Laureate](#), continues to crisscross Oregon delivering poetry readings, workshops, and other appearances. She entered into the second year of her first two-year term this August.
- If you don’t already receive the [Oregon Humanities Magazine](#), we encourage you to subscribe; it’s free and delivered to your home. If podcasts are more your thing, we hope you’ll check out one of ours – [The Detour](#), which explores challenging questions with writers, educators, artists, and activists, and [This Place](#), which brings listeners Oregonians talking about the place they call home. We're airing both in partnership with several community radio stations around the state in addition to your favorite podcast apps. Please feel free to follow/subscribe, recommend to your people and networks, and tell us what can be improved.

We are looking forward to the possible special funding opportunity forthcoming through the Trust to support all of this good work now and into the future. Oregon Humanities remains committed to high-quality statewide programming and continues to design strong programs that engage new audiences, support communities, and connect individuals. Events are regularly added to our [calendar](#). We hope to see you at future events in-person or perhaps watching the live stream. If you’d like some complimentary tickets to any of our events, please let us know. If you’re in downtown Portland and want to connect, we’d love to welcome you to our office at 610 SW Alder Street, Suite 1111, Portland, OR 97205. Thanks, as always, for Oregon Cultural Trust's partnership and support.

Warmly,
Jennifer Alkezweeny
Program Director
Oregon Humanities
jennifer@oregonhumanities.org



Public Programs

On September 9, we kicked-off the [2026 Mark O. Hatfield Lecture Series](#) with a lecture from Doris Kearns Goodwin, who is a world-renowned presidential historian, public speaker, Pulitzer Prize winner, and #1 *New York Times* bestselling author at the Arlene Schnitzer Concert Hall in Portland and livestreamed to households across the state. The next lecture in the series will take place on February 27 with Keisha Blain, professor of Africana Studies and history at Brown University, columnist for MSNBC, and former president of the African American Intellectual History Society. Blain's research and writing examine the dynamics of race, gender, and politics in both national and global perspectives.

To complement our newly opened exhibition and years of preservation and digitization work related to the Yasui family, OHS is hosting the [Yasui Program Series](#). The second program in the series took place on September 27 at First Congressional Church, next door to OHS. The **free** program, entitled ["All of Us": A Symposium on Immigration and Civil Rights](#), featured presentations by Tina Ching, Peggy Nagae, Danny Santos, Fay Stetz-Waters, and Daniel Tichenor that offered historical and legal context to debates about immigration and civil rights, focused on the 1798 Act Respecting Alien Enemies and HB 2314 of the 1987 Oregon State Legislature, which made Oregon a sanctuary state. Speakers discussed the political and social contexts for the creation of these laws, political and legal changes and challenges, and the status of current, relevant court cases. Edited versions of the presentations may be published in a future issue of the *Oregon Historical Quarterly*.

Exhibitions

Currently on display at OHS are:

A Changing Landscape (February 21–November 23, 2025): One hundred years after an expedition to map what would become the Oregon Skyline Trail between Crater Lake and the Columbia River Highway, geologist Jim O'Connor recreated 75 of the expedition's original photographs. The new and historic photographs depict the changing landscape along this picturesque stretch, and the ways climate change has altered the terrain.

She Flies with Her Own Wings: Oregon's Golden Age of Aviation (March 7–January 4, 2026): Known as Oregon's "golden age of aviation," the 1930s ushered in faster and more affordable aircraft, offering new career opportunities for men and women. Visitors can discover how the wonder of flight sparked technological advancements and connected communities during this transformative decade.

"We Were All Living a Dream": Reflections on Twentieth-Century Lesbian Feminism through the Photography of Donna Pollach (April 4, 2025–March 29, 2026): Artist and photographer Donna Pollach found community among the feminist and lesbian women

of Portland during the early 1970s. She captured intimate moments as they worked together to redefine conventional ideas of womanhood, family, motherhood, and relationships, photographing anti-war protests, women's liberation meetings, and gay-rights marches.

The Yasui Family: An American Story (June 13, 2025–September 6, 2026): This extended-run exhibition sheds new light on the early 20th century Japanese American experience through the lens of the Yasui family. While members of the Yasui family endured racism and incarceration, they also shared a commitment to equal justice through engagement with the local, state, and national forces that determined — and withheld — their civil rights. Through photographs, personal journals, documents, and objects, this exhibition explores how one Japanese American family's story reflects the complexity of the American story.

Street Roots: Providing Income Opportunities and Independent Journalism as Portland's Street Paper Since 1999 (August 22–November 23, 2025): Street Roots is a nonprofit news organization in Portland that publishes a weekly, award-winning social justice newspaper sold by people experiencing homelessness and poverty. Since its founding, Street Roots has supported people living on the margins with an immediate, dignified, and empowering way to earn money, while addressing the root causes of poverty through journalism and advocacy.

Coming soon in 2025:

June Drake (title TBD) (October 10, 2025–February 8, 2026): Born in Marquam, Oregon, in 1880, June Drake operated a photography studio in Silverton, Oregon, from 1908 to his retirement in 1960. Drake was an influential member of the Silverton community and was instrumental in the campaign for Silver Falls to become an Oregon State Park. In 1959, OHS received a collection of hundreds of objects and thousands of photographs from Drake. This exhibition discusses the life of June Drake, his efforts to preserve Oregon's history, and how materials in OHS's collections have been used to educate others about Oregon's past.

Traveling Exhibitions:

In addition to exhibitions on display at our downtown Portland museum, OHS traveling exhibits continue to be popular, with a variety showing in locations around the state. Thanks to generous donations, all OHS traveling exhibits are free to rent through 2027 (usually \$250 per month plus shipping). This past year, 9 traveling exhibitions were booked at 14 venues, including in Philomath, Pendleton, Boardman, Independence, Brownsville, and Stayton.

Education

Beginning in fall 2026, educators across Oregon will be required to meet new Social Sciences Standards Integrated with Ethnic Studies. With substantial donor support, OHS has worked for the past three years to create resources and lead trainings that will help educators meet the standards, including a recently released 9-lesson curriculum on "[Latine History in Oregon](#)," developed in collaboration with former Oregon Heritage

Fellow Victor Ochoa. Resources are now [organized by theme](#) on the education section of OHS's website, which has seen a 200% increase in visitation over the past two years.

Ethnic Studies Summer Institute

On August 5 and 6, OHS hosted the our first Ethnic Studies Summer Institute, where 30 elementary, middle, and high school teachers enjoyed two days of learning about these resources from local organizations and collaboration and lesson planning with fellow educators, leaving with classroom-ready resources for teaching a more complete Oregon history that includes the contributions and perspectives of Black, Chinese, Japanese, and Latine Oregonians; tribal history and Native nations; and Holocaust, genocide, and human rights education. Walking through the front doors of OHS on the morning of day two, one teacher announced that day one was "magical." Another said she feels OHS is the Smithsonian of the West!

"I plan to use what I learned in my teaching by implementing many of the pre-made lesson plans, using the other resources provided, and restructuring the way that I teach some topics with an Oregon lens. For example, when teaching about the Chinese Exclusion Act, I plan to use the Chinese Diaspora activity to give it an Oregon lens."

School Tours

As anticipated, educators are eager to bring their classes to *Rivers, Roses, and Rip City: The Remarkable History of Portland*, which opened in June 2024. During the 2024–2025 school year, nearly 3,000 students saw this permanent exhibition during their visit, with 41% coming from Title 1-eligible public schools, and tours are booked into 2026.

OHS recruited and trained volunteer museum educators who help students ask essential questions that allow them to think deeply about primary sources, consider multiple perspectives, and experience exhibitions in ways that encourage curiosity and inquiry. In Winter 2026 OHS plans to launch the Learning Guide Program, which will serve college and university students by giving them real-world paid experience working in the museum as school tour guides.

Oregon Historical Quarterly (OHQ)

The Fall 2025 issue of the *Oregon Historical Quarterly* arrives in mailboxes soon. In this special issue, "Human Experience in the Oregon Great Basin," authors explore land and resources, smoking pipes and tobacco use, collaborative archaeological practices, people and climate, conserving elk with archaeology, and decolonizing archaeology through Indigenous collaboration.

Research Library

After a remarkable nearly three-decade career at the Oregon Historical Society, Library Director Shawna Gandy retired in July. Among her many accomplishments was supervising the recent renovation and modernization of our research library. OHS engaged in a nationwide search to fill Shawna's very big shoes.

Shawna's replacement, Dr. Brian Stauffer, will be joining the OHS team on October 27. OHS Digital Collections Manager Matt Deschaine has served as Interim Library Director since Shawna's retirement and will continue to do so until Brian's arrival. Brian will be moving to Oregon from Austin, Texas, where he has served for the past two years as Director of Public Services for the Archives and Records Division of the Texas General Land Office. Brian received his BA from the University of Wyoming, his MA in Latin American history from the University of New Mexico, and his PhD in Latin American history from the University of Texas at Austin. Earlier in his career, Brian spent a year in Portland, where he was a Bilingual Spanish Equity Specialist at Benson High School. Brian is also the co-author of a new book on historical maps of Texas.

Fundraising

OHS's annual [Oregon History Makers Awards & Dinner](#) will take place on Sunday, October 5, 2025, at 5pm at the Portland Art Museum to recognize contemporary individuals and organizations that are positively shaping the history, culture, and landscape of Oregon. The OHS History Makers Dinner is a celebration of Oregon's living leaders who have made history in their own time. As OHS's primary fundraising event, the goal is to raise over \$300,000 to support our work to preserve Oregon history.

This year's recipients of the Oregon History Makers Medal will be:

Mike and Sue Hollern: As chair of Brooks Resources, Mike was instrumental in developing Black Butte Ranch, Mt. Bachelor Village Resort, and even the famous Bend roundabouts. Sue has dedicated her leadership and expertise to causes and organizations such as Art in Public Places, Cascade Child Center, SMART, and Family Access Network.

Tony Hopson, Sr.: As founder of Self Enhancement, Inc. (SEI), Tony Hopson, Sr. grew a youth summer program into one of the most respected human service organizations in Oregon. SEI offers wraparound services for over 17,000 students a year, improving every aspect of their lives. Hopson is also on the founding board of the 1803 Fund, a community investment fund dedicated to rebuilding and strengthening the historic Black community in Portland.

Patricia "Pat" Reser: A lifelong learner and teacher, Pat Reser has always found ways to make a difference. She oversees the board of Reser's Fine Foods as well as the Reser Family Foundation. Her leadership at Oregon State University (OSU) was instrumental to the university's growth, and her passion for the arts led to the creation of flourishing performing arts centers in Beaverton and Corvallis.

Jordan D. Schnitzer: As the owner of one of the world's most notable art collections, Jordan Schnitzer was dubbed "The People's Collector" by Artnet for his passion for sharing art with audiences across the globe. As the president and CEO of Schnitzer Properties, Schnitzer grew his family commercial real estate company into one of the Top 10 private real estate owners in the Western United States.

New Individual Giving Manager

To support OHS's fundraising efforts, we are in the process of hiring a new Individual Giving Manager, who will join our development team to help us as we enter our busiest season for private donations at the end of the year. The OHS development team consists of 6.5 staff who are committed to growing the reach, resources, and future impact of the OHS by expanding OHS membership and engaging with major, planned giving, foundation, and corporate donors to support strategic programs and initiatives to fulfill OHS's mission. The Individual Giving Manager will be responsible for expanding the 1898 Society donor circle by cultivating and stewarding a portfolio of 120–190 donors contributing \$1,000 to \$5,000. This role is vital in increasing financial operating support for the organization through identifying major gift prospects for 1898 Society membership and supporting project-based and exhibition sponsorship fundraising.