



Oregon Cultural Trust

Budget Committee

July 7, 2025

11:00am-12:00pm

Minutes

Attendees: Sean Andries, George Kramar, Carrie Kikel, Liora Sponko

- Marketing and Fundraising Discussion
 - Carrie explained the Trust's marketing and fundraising work to promote the Cultural Trust tax credit
 - Marketing v fundraising, we are unique and do both
 - We need to create awareness of the field, educate/understand and inspire them to participate
 - Our research tells us that the #1-way people learn about the tax credit is from a person
 - Digital advertising is also important to help build awareness. They get sent to a landing page to learn more about the tax credit
 - There are different waves of the campaign to address all three steps (awareness, educate, inspire)
 - ROI document—some of the dollars spent are on license plate promotion, brochures, research
 - New plate debuted in FY2022
 - National trends in fundraising are up 3.5%, while the number goes up, the number of donors is trending down, including donor retention
 - Need to invest more in donor engagement and stewardship
 - The 25th anniversary brainstorm includes donor engagement and recognition, we will develop a committee, cultural champion button, recognize first time donors
 - Watson sets and records key performance indicators
 - Our goal is to increase donations by 5% each year
 - Watson is the campaign lead, this is their third year, they reduced their hourly rate to us
 - They monitor the brand and messaging of the campaign, set the tone and develop the creative
 - Turrell Group has been with us for two years, they provide marketing support services, following the brand and creative, their work is focused on production, support collateral development, ads for programs, board presentations, research for Ambassadors and Coalitions
 - Ambassadors communicate the importance of tax credit through talking to friends, speaking at events, they commit to taking specific actions, we have more than 50, we are working to retain and support them
 - Turrell is doing research with Ambassadors and Coalitions, we make changes with their feedback.
 - We are spending more on Turrell this year because of the research
 - Watson contract went up due to an increase in paid advertising and increased digital advertising
 - Our contracts include advertising money, we can be more flexible and responsive
 - 150K of Watson's contract is advertising

- Direct media buys in our budget allow us to do some advertising directly
- It would be good to clarify to the board that Watson's contract includes paid advertising
- Watson is managing the digital campaign for license plate
- Murals were for past years, not included in FY2026 budget
- Committee Discussion
 - Suggestion to put more money into donor recognition not mass marketing
 - We are already stepping up our donor engagement work
 - We are talking with staff to increase their role in donor engagement and use funds for that
 - We can make changes for FY2027
 - The campaign team includes contractors from Watson and Turrell, and Trust staff
 - The committee wants established expectations, concern we are doing the same thing, want to see good data (ROI)
 - Our current donor platform provides limited data, State of Oregon mandates a specific data portal
 - What kind of staff level support are we giving the Ambassadors? We will get more information from the survey. Up to this point, Carrie has been the point person, we provide collateral, thank you gifts, engage them in board presentations, they want a more simplified message and simplified tools, we are going to have to invest in that
 - As we decide how to spend funding, we might reduce an area (ad buys?) to do something else
 - We want good information we are doing the right thing
 - Our people (donors) listen to public media, can we approach OPB for a partnership?
 - We want to do more geofencing, capturing contacts from people in a large gathering (donor events, for example)
 - How do we spend the money we are spending as smart as possible with the resources we have
 - At the same time, we can't let our foot off the gas in terms of protection of Trust brand
 - Can we reach out to development professionals to understand how we can improve fundraising, get new ideas in the hopper
 - How else can we support Ambassadors?
 - Get a working group together for thought partnership on fundraising and donor recognition
 - Can the board designate someone to serve as an advisory role- Chris Van Dyke?
- Next Steps
 - Next budget committee meeting July 18th at 11:30am
 - Liora will provide different budget scenarios
 - Strategize what we will do in FY2027 for donor engagement