



Oregon Cultural Trust

MESSAGING ARCHITECTURE

CAMPAIGN TAGLINE

Make Culture Count

CAMPAIGN CONCEPTS

That's Simple.

Double Take

Put your money where
your heart is.

Oregon Would

Don't settle for half.

#TheComeback

CAMPAIGN VOICES

Impactful

Confident. Knowledgeable. Effective.

Accessible

Understandable. Attainable. Convenient.

Trusted

Transparent. Honest. Direct.

Vibrant

Spirited. Passionate. Optimistic.

PERSONAS

Art Enthusiasts

History Buffs

Community Activists

Philanthropists

Tax-Savvy Donors

OPPORTUNITIES

Annual
Gala

Cultural Spotlight of
the Month

Partnership is a
two-way street

Countdown
Clock

Make Culture Count

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Art Enthusiasts

History Buffs

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Make Culture Count

2023 PERSONAS

Art Enthusiasts

History Buffs

Community Activists

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2024 TARGET AUDIENCES

New Donors

- Has never donated to The Trust before
- Unaware of the cultural tax credit

Active Donors

- Has recently donated to the Trust or a nonprofit organization we support
- Often forgets to claim the cultural tax credit

Inactive Donors

- Has donated to The Trust before, but hasn't contributed in the last year or more.
- Has forgotten about or is not qualified for the tax credit at this time.

CPAs

- Wants to help their clients reach their financial goals
- Likely unaware of the cultural tax credit

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MESSAGING FOCUS

- Introduce them to The Trust and give reasons to donate to Oregon culture.
- Excite them about the tax credit and how to claim it.

Active Donors

- Has recently donated to the Trust or a nonprofit organization we support
- Often forgets to claim the cultural tax credit



MESSAGING FOCUS

- Thank them and share impact stories.
- Remind them about the tax credit deadline.

Inactive Donors

- Has donated to The Trust before, but hasn't contributed in the last year or more.
- Has forgotten about or is not qualified for the tax credit at this time.



MESSAGING FOCUS

- Remind them of past contributions and share updates on mission
- Excite them about Oregon culture, the tax credit and how to claim it.

CPAs

- Wants to help their clients reach their financial goals
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MESSAGING FOCUS

- Highlight the cultural tax credit benefits for clients.
- Provide educational resources on the tax credit.

Make Culture Count

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History Buffs

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MESSAGING FOCUS

- Introduce them to The Trust and give reasons to donate to Oregon culture.
- Excite them about the tax credit and how to claim it.

Repeat Donors

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We have a chance to learn from
our campaigns last year and make
this year that much better.

What we know worked:

What we know worked:

- Art-forward images were clicked on the most
- Layouts that kept it simple performed best
- Clean, mobile-friendly visuals performed best

What we know didn't work as well:

What we know didn't work as well:

- Too much information or copy on the ads
- Too many competing elements / campaign concepts
- Multiple levels of messaging at once, confusing the audience rather than motivating them

What we know generally about ads:

What we know generally about ads:

- Bright colors draw people in
- Simple ideas over complex ones tend to sink in deeper, enticing people to learn more rather than be overwhelmed
- Testimonials give a sense of reassurance that what they click on could be worth their time
- Copy that makes people want to learn more and hints to something that will benefit them is generally successful

With that in mind, we have an idea...

OREGON CULTURAL TRUST
INTERVIEWS - LONGTIME DONORS

BOB

BILL

BOB and ARDY

Ben Moorhead (right)

BEN

PAMELLA

JAMES KUMBERT

JAMES

“Seems like [the tax credit] is very simple, once you understand it - like brain surgery - but you have to get it first.”

“[The tax credit] is pretty simple now that I understand. I think the Oregon tax code repels people from finding out about it.”

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“[We get] zero recognition. I don’t need pats on the back, but I love knowing I have a say. I wouldn’t give anything to the [Trust] if there wasn’t a tax credit. I don’t have strong feelings about recognition. I go over the list. Maybe they should? Not sure.”

“It’s free money, you’re preaching to the choir. They’ve already donated. They don’t need to discuss the benefits of donating. There’d be more benefit to making it obvious that it’s your opportunity to tell Salem where you want your money to go. This doesn’t cost the taxpayer anything, Idk why they can’t have it on the OR 10-40 form the same way that they have “do you want to donate \$3 to xyz” or “At no cost to you, do you want to stipulate this amount, that you’ve already paid, to go to a certain thing”. It doesn’t cost Salem or the taxpayer. I can’t imagine that would blow you off the top to how much gets contributed.”

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“I think I got in the rhythm of giving at the end of the year, but the last few years were chaotic, and I forgot. The Trust slips my mind in relevance. It’s free money, no reason I wouldn’t do it, I just forget about it.”

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OREGON CULTURAL TRUST
INTERVIEWS - PROSPECTIVE DONORS

MARY KAY

KRISTI

Mary Kay

Kristi Moore - YAF (chair)

Katie Henry, Oregon Heritage

0104999112

KATIE

LINDA

“I would have loved to know [about the tax credit] when I got my driver’s license or when my registration changed! I know now but feel like I was missing out.”

“I registered to vote and only heard about [the tax credit] in an article. Since then, I’ve recruited two people who’ve lived here for 30 years and they didn’t know about it even.”

“My recommendation is to come up with three succinct paragraphs: 1) what’s in it for me 2) why do organizations want to do it 3) How do they access/leverage it? 4) Also, how do I as a donor, give, and why should I? If you’ve moved here, you should know when applying to become a resident.”

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“[The tax credit] is a point of pride. Look at what Oregon does! I moved from California and have lived in Florida, I like to brag to my friends about it”

“They don’t do a good job of showing what they do, especially with the smaller non-profits. Those agencies have such a hard time with funding. They will only survive because the trust supports them.”

“Most people don’t understand the struggle in finding funding as an arts organization. And during economic hardship, funding to the arts is the first to go during the struggle. A lot of people have a misunderstanding that arts make their money through performance/ticket sales. Theres lots that don’t even perform.”

“It includes heritage and culture. Not a lot of subsidizing. The other piece I think is important is to emphasize the impact these orgs have on the state.

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JAMES

Pamela S

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"It's free money!"

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Our idea for Direction 01? **Let's hero a testimonials approach.**

Keep things simple, engaging, enticing and honest.
Imagine the first ad as the first date.

Direction 01 Example Headlines:

NEW DONORS
(TAX FOCUSED)

“Wish I started this
YEARS ago!”

-Shocked Donor

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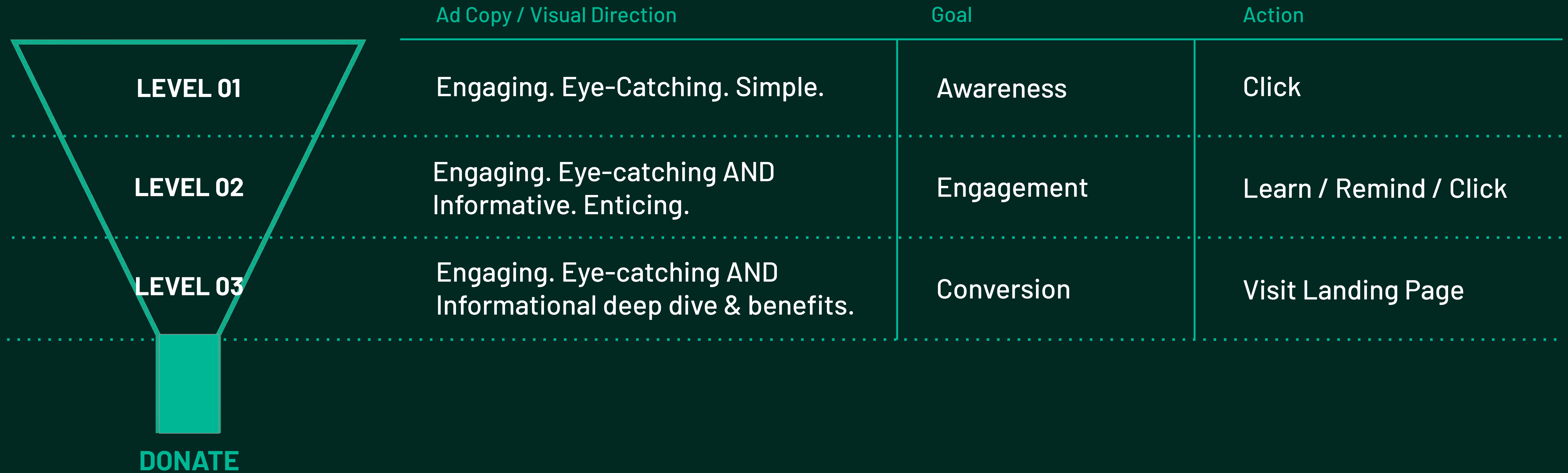
-CPA In The Know

ALL PAIRED WITH OUR TAGLINE:
“MAKE CULTURE COUNT”

Let's lean into the funnel.

For new donors specifically, we know that for the first ads they see, our goal is to get them to click to learn more about the incentive. That's it.

Once we get them to click, we can keep them going down the funnel, giving them more information as they progress.



If that isn't feeling right, we could go down another route. AKA Direction 02.

Still keeping things simple, engaging, enticing and honest, but leaning into a more traditional headline approach.

Keeping in a similar vein as last year, we continue on with attention grabbing copy to keep up the engagement.

Direction 02 Example Headlines:

NEW DONORS
(TAX FOCUSED)

Get the tax credit
everyone’s talking about!

Direction 02 Example Headlines:

NEW DONORS
(TAX FOCUSED)

Get the tax credit
everyone’s talking about!

NEW DONORS
(CULTURE FOCUSED)

Join the culture craze of
the year – only in Oregon!

Direction 02 Example Headlines:

NEW DONORS
(TAX FOCUSED)

Get the tax credit
everyone’s talking about!

REPEAT DONORS
(TAX FOCUSED)

You’ve got spirit,
now get tax perks!

NEW DONORS
(CULTURE FOCUSED)

Join the culture craze of
the year – only in Oregon!

Direction 02 Example Headlines:

NEW DONORS
(TAX FOCUSED)

Get the tax credit
everyone’s talking about!

REPEAT DONORS
(TAX FOCUSED)

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now get tax perks!

NEW DONORS
(CULTURE FOCUSED)

Join the culture craze of
the year – only in Oregon!

REPEAT DONORS
(CULTURE FOCUSED)

Keep your giving streak
to culture alive!

Direction 02 Example Headlines:

NEW DONORS
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Get the tax credit
everyone’s talking about!

REPEAT DONORS
(TAX FOCUSED)

You’ve got spirit,
now get tax perks!

CPAs
(TAX FOCUSED)

Wow clients with the
Cultural Tax Credit!

NEW DONORS
(CULTURE FOCUSED)

Join the culture craze of
the year – only in Oregon!

REPEAT DONORS
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Client loves the arts?
Help direct their taxes!

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CPAs
(CULTURE FOCUSED)

Client loves the arts?
Help direct their taxes!

ALL PAIRED WITH OUR TAGLINE:
“MAKE CULTURE COUNT”

Which one feels right for The Trust?

Direction 01:

NEW DONORS

**"Wish I started this
YEARS ago!"**

-Shocked Donor

REPEAT DONORS

"It's a no-brainer!"

-Donor Who Gets It

CPAs

**"I'd NEVER forget
the cultural tax credit."**

-CPA In The Know

Direction 02:

NEW DONORS

**Get the tax credit
everyone's talking about!**

REPEAT DONORS

**You've got spirit,
now get tax perks!**

CPAs

**Wow clients with the
Cultural Tax Credit!**

Make Culture Count

2023 PERSONAS

Art Enthusiasts

History Buffs

Community Activists

Philanthropists

Tax-Savvy Donors

2024 TARGET AUDIENCES

New Donors

- Has never donated to The Trust before
- Unaware of the cultural tax credit



MESSAGING FOCUS

- Introduce them to The Trust and give reasons to donate to Oregon culture.
- Excite them about the tax credit and how to claim it.

Repeat Donors

- Has recently donated to the Trust or a nonprofit organization we support
- Often forgets to claim the cultural tax credit



MESSAGING FOCUS

- Thank them and share impact stories.
- Remind them about the tax credit deadline.

- Has donated to The Trust before, but hasn't contributed in the last year or more.
- Has forgotten about or is not qualified for the tax credit at this time.



MESSAGING FOCUS

- Remind them of past contributions and share updates on mission
- Excite them about Oregon culture, the tax credit and how to claim it.

CPAs

- Wants to help their clients reach their financial goals
- Likely unaware of the cultural tax credit



MESSAGING FOCUS

- Highlight the cultural tax credit benefits for clients.
- Provide educational resources on the tax credit.



Thank You