CULTURAL TRUST

25 YEARS OF CULTURE

FY2027 YEAR-END FUNDRAISING



SPARKLOFT MEDIA

SPARKLOFT

New agency partner

Portland-based

Digital-first creative agency

Extensive experience throughout the state



Bend Pops Orchestra, FY27 grantee

FY2026

$5.17 million



p:ear, Portland, FY27 grantee

FY2027

$5.4 million

2,500 new donors

WHAT'S BEEN WORKING?



Artist Mentorship Program, Portland,
FY27 grantee

3 DONOR GROUPS, 3 REASONS TO ACT

CURRENT DONORS

Target: About 5,000 give every year

Message: The 25th is a reason to give more

Reach: Eblasts, direct mail, social media

LAPSED DONORS

Target: About 5,000 2-3 years inactive. Top near-term priority

Message: You have done this before – come back for the 25th

Reach: Eblasts, more direct mail, digital retargeting

POTENTIAL DONORS

Target: Culture lovers unaware of the trust

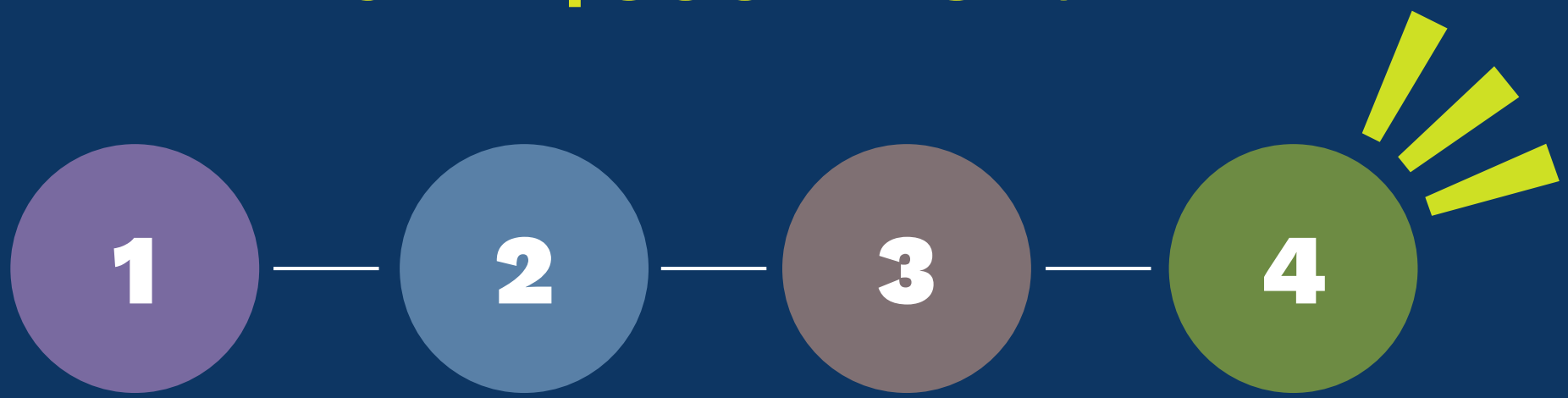
Message: You already show up for culture – double the impact

Reach: Socials, stakeholders & partners, Give!Guide, corporate engagement

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GIVE $500, MATCH $500,
GET $500 BACK!



GIVE

$500 to a cultural nonprofit you love

MATCH

$500 to the Oregon Cultural Trust

CLAIM

$500 back as the Oregon Cultural Tax Credit

THRIVE

The Trust funds culture in every corner of the state


THE FURROWS
NAHWALI SERPELL
BURBERRY
1,700 reasons to give.



Crossroads Carnegie Art Center

The Crossroads Carnegie Art Center creates opportunities for the entire community to be engaged in and inspired by arts and culture.

BAKER CITY · ARTS & CULTURE

@xrds.art.center



Britt Music & Arts Festival

For the renovation and preservation of a National History Registry building to become an indoor performance venue, education center and box office.

MEDFORD · HERITAGE & HISTORY **$30,000** grant

1,700 reasons to give.

Find yours.

Music. History. Fine art. Festivals.
The Oregon Cultural Trust supports it all, nearly 1,700 organizations that create a vibrant, thriving Oregon.

Donate to a qualified cultural nonprofit, make a matching contribution to the Cultural Trust, and claim the Oregon Cultural Tax Credit, up to the applicable state limit.

Find your reason and give by December 31.

FIND YOUR REASON

1,700 reasons to give.
Find yours.

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A MULTILAYERED APPROACH:

PAID MEDIA CAMPAIGN



Capital Community Media, Salem, FY27 grantee

A MULTILAYERED APPROACH:

EARNED MEDIA



Ashland Children's Theatre, Ashland, FY27 grantee



OUR ASK:

BE AMBASSADORS

Oregon Children's Theater Company, Portland, FY27 grantee

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Thank you!
CULTURAL TRUST
25
YEARS OF CULTURE



A MULTILAYER APPROACH TO OUTREACH:

LET'S CONNECT

Arts Council of Lake Oswego
Aspens Group Install

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National Endowment for the Arts tour, August 2026, Portland Art Museum

FY2026 $4.5 million

OUR GOAL

$5.4 million

2,500 new donors

Crossroads Carnegie Art Center,
Baker City, FY26 grantee

