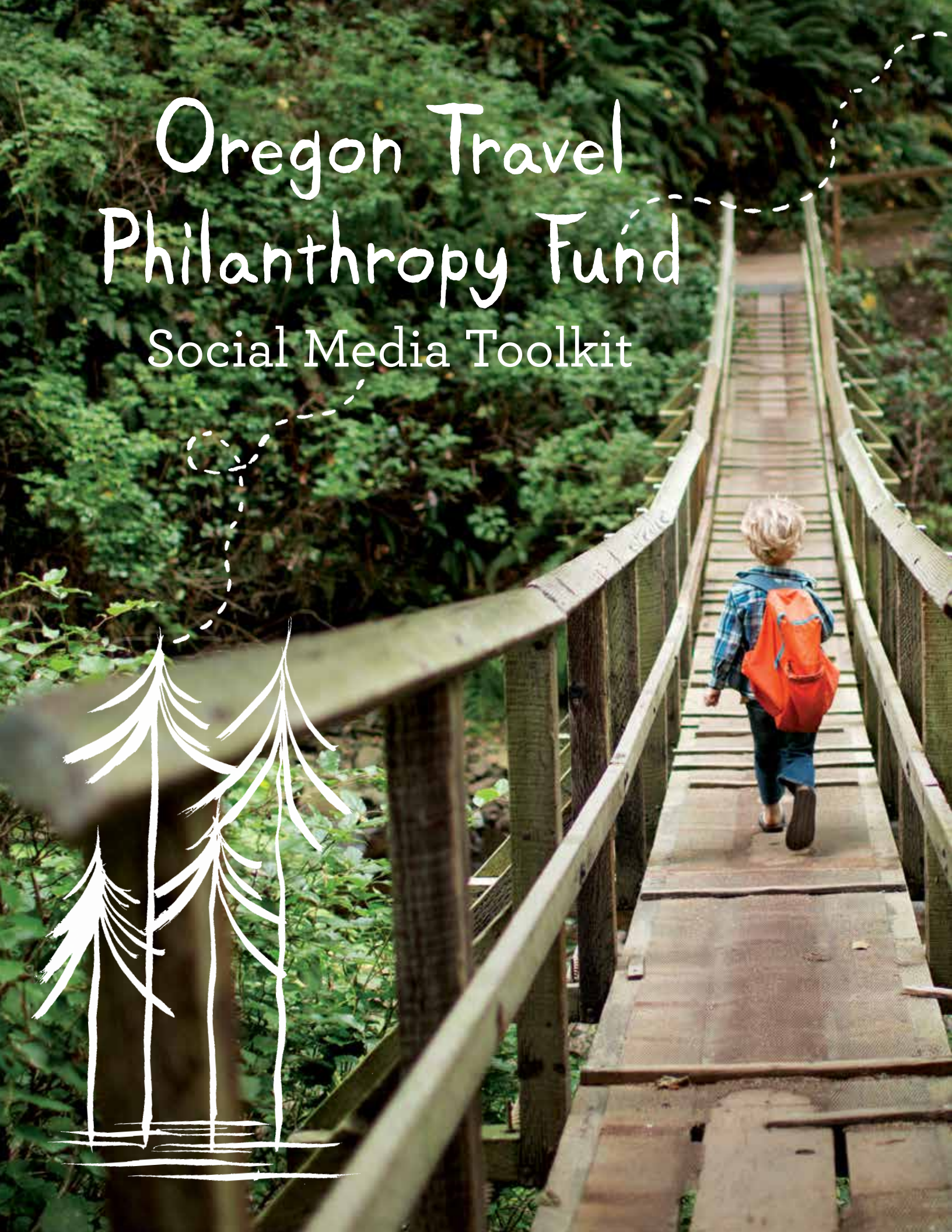


Oregon Travel Philanthropy Fund

Social Media Toolkit



Overview



Oregon Travel Philanthropy Fund Social Media Toolkit

Dear Oregon Partner,

Travel Oregon has developed this toolkit to help your organization tell the story of the Oregon Travel Philanthropy Fund, and your project's involvement with it. The goal of utilizing this toolkit is to get more business participation with the Fund, and to develop more direct donations from travelers.

We have developed both general and customized photo assets to help you showcase your involvement with the Oregon Travel Philanthropy Fund, and to weave the story of the Fund into your marketing and social media channels. With your help, we can turn an Oregon Journey into a Legacy.

If you need further assistance, please don't hesitate to contact Harry Dalgaard, Destination Development Specialist at 971.717.6202, harry@traveloregon.com.

Many thanks,

The Travel Oregon Team

5/12/14

About the Funds

Here's an overview of how the fund works.
Feel free to use this copy in your communications.

Introduction

The Oregon Travel Philanthropy Fund (OTPF) supports sustainable tourism development in Oregon by engaging businesses and travelers with projects that improve the natural environment and support local culture. It's the first statewide program of its kind and another way we can help ensure that Oregon will forever remain a place we all love to visit.

How Does It Work?

Participating businesses are creatively implementing fundraising techniques like rounding up their bill, adding an opt-out donation to a night's stay, or just giving a yearly contribution to the Fund. All donations are tax deductible above \$25. After funds are collected they all follow the same path:

1. Tourism businesses collect donations from visitors and deposit with a non-profit fund administrator
2. Annually, funds are dispersed equally to seven regional project beneficiaries
3. Projects use funds to improve destinations around Oregon

Who Are The Project Beneficiaries?

In order to help vet project beneficiaries that will both appeal to our visitors and have significant impact on destination infrastructure, Travel Oregon and Sustainable Travel International have worked together to identify five project types:

- **Environmental Stewardship** – habitat and watershed restoration, removal of invasive species, organization of clean ups, protection of green space
- **Food and Culture** – production of local foods and native food culture, improved access to farmers' markets, linkage of local farmers to local markets
- **Sense of Place** – storytelling through interpretation, preservation of historic structures, restoration of cultural assets and youth engagement
- **Infrastructure and Community Livability** – construction of new bike routes and trails, improved recycling and creation of better environments for community gatherings
- **Carbon Footprint Reduction** – energy conservation and renewable energy projects

For an overview of current project beneficiaries, visit GiveBacktoOregon.org

About the Funds, continued



OTPF Fundraising Facts

- Many of the projects selected for the OTPF touch on more than one of the above categories.
- The Fund always includes projects from each of Oregon's seven regions
- Funds collected by participating properties are distributed evenly among the seven project beneficiaries on an annual basis
- Project beneficiaries will change every 1-2 years

Can Travelers Donate Directly?

Of course! And donating is easy! Travelers can donate to the Fund through participating businesses, or by making a direct contribution using our easy online form:

GiveBacktoOregon.org

Donations of \$25.00 or more will receive a tax receipt by mail.

Best Practices for Participating Businesses

Numerous customer touch points increase transparency and likelihood of participation. These can be as subtle or obvious as you'd like them to be. You know what works best for your guests.

Some places you might consider promoting the Fund:

- Reservation confirmation
- Pre-visit email reminder
- During check-in as part of orientation
- During check out
- In your guest directory
- Materials to read during breakfast

It helps if the message stands out, and is not just part of the fine print. This is also a good chance for you to demonstrate your commitment to sustainability.

Consider when the best time is for you to have a conversation with guests. If you have the opportunity to talk with them later in their stay, they might feel even more connected to Oregon and the OTPF after they've had an amazing experience with you.

A thank you note to participants can go a long way toward making them feel good about their decision.

Goals can go a long way toward helping you increase your impact. Brainstorm an internal goal with your staff. If you're willing to share it publicly, let your guests in on your goal so they know how to help you reach it.

Designate a staff leader or program advocate to help keep the enthusiasm alive, and to drive the initiative on a consistent basis.

Take some time to connect with the project beneficiaries in your region:

- Volunteer your time as a staff to connect to the project cause
- Host the projects for an on-site fundraising event

Please contact us at, development@traveloregon.com to order OTPF rack cards and table tents for your business (free of charge).

Social Media Toolkit and Tips

Use Photos

- Sharing beautiful, compelling imagery with your posts for Twitter, Instagram and Facebook while promoting the OTPF is a great way to capture your fans' and followers' attention and further promote your message.
- We have created custom images you're welcome to use, but don't be shy about using your own great scenic photos of your project and region when sharing content about the OTPF.
- **Recommendation:** If you choose to use one of the Facebook banner photos we have provided, please add a link to www.GiveBacktoOregon.org in the caption that says "click to learn more" so your fans can learn more about the Fund.

Tag Partner and Brand Pages

- **On Facebook:** Typing "@" will populate a list of pages. Type in the Facebook page name of the beneficiary and Travel Oregon in order to help cross promote the Fund.
- **On Twitter:** Tagging related user handles is a great way for your followers to discover more about the project and connect with businesses, beneficiaries and partners. You will find related user handles in the sample copy we've provided.
- **Recommendation:** Using the #traveloregon hashtag when sharing content on Twitter and Instagram is a great way to contribute to larger conversations that are already happening around Oregon's beauty. To learn more about using Instagram and hashtags, feel free to use this [resource](#).

Social Media Toolkit and Tips, continued



Engage

- Be sure to interact and engage with your audience, businesses and Travel Oregon by tagging and sharing great content related to OTPF's various projects.
- Sharing content about OTPF will likely evoke questions from your fans and followers who want to learn more about the project(s). Replying and engaging with these users via social media is a great way to promote positive conversations, and encourage them to spread the word and get involved.

Embed Videos

- Travel Oregon is producing a 2 minute OTPF video for use in your channels. We'll send out an announcement when it's complete in early June.
- Instructions on How to Embed a Video can be found [here](#).

General Content & Content for Businesses

For use in general posts about the Oregon Travel Philanthropy Fund and the seven project beneficiaries.

Feel free to edit copy as you see fit.

Facebook: The Oregon Travel Philanthropy Fund is excited to announce the seven project beneficiaries for 2014-15. Learn about the projects and how you can help: www.GiveBacktoOregon.org

Facebook: Want to help us keep Oregon beautiful? Find out how you can engage with projects that protect our natural environment and support local culture: www.GiveBacktoOregon.org

Twitter: Discover Oregon Travel Philanthropy Fund's 7 new beneficiaries & how you can help give back:
www.GiveBacktoOregon.org

Twitter: We need your help keeping Oregon beautiful forever. Donate to the Oregon Travel Philanthropy Fund today:
www.GiveBacktoOregon.org

For businesses participating in the fund.

Facebook: We're proud to preserve Oregon's rich culture and landscapes through the Oregon Travel Philanthropy Fund. Join us in helping keep Oregon beautiful forever: www.GiveBacktoOregon.org

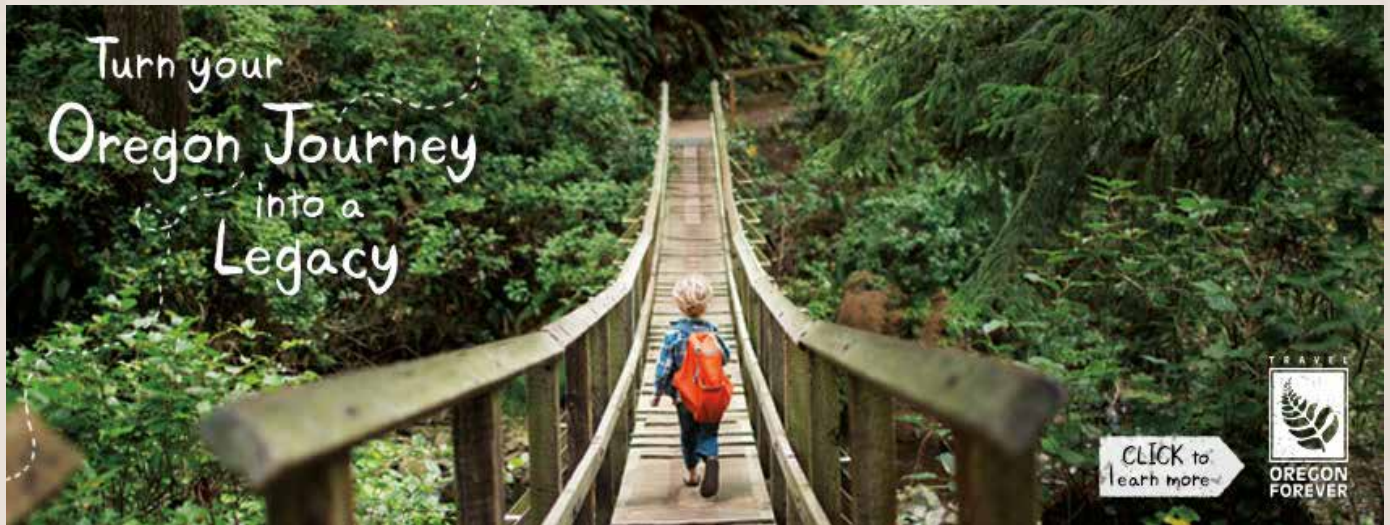
Facebook: Want to help us keep Oregon beautiful forever? Take a moment and donate to the Oregon Travel Philanthropy Fund:
www.GiveBacktoOregon.org

Twitter: We're proud supporters of the Oregon Travel Philanthropy Fund. Learn about the projects and donate here:
www.GiveBacktoOregon.org

Twitter: Help us support Oregon Travel Philanthropy Fund projects. Donate here or better yet, at XXX (your business handle here):
www.GiveBacktoOregon.org



Facebook Banner Image



Social Sharing Image (e.g., Facebook or Instagram)



Sample Social Media Copy for Project Beneficiaries

The Nature Conservancy

Facebook: Oregon's native oysters are trying to settle back into their natural habitat and you can help make them feel right at home. Make a donation to support @The Nature Conservancy's Native Oyster Restoration Plan* on the Oregon Coast: www.GiveBacktoOregon.org

Twitter: Help Oregon-native oysters feel at home again by supporting @Nature_Org's Native Oyster Restoration Plan: www.GiveBacktoOregon.org

Facebook Banner Image



Social Sharing Image (e.g., Facebook or Instagram)



*See page 4 for more information about tagging a business in Facebook.

Sample Social Media Copy for Project Beneficiaries

The Human Access Project

Facebook: Lather on the SPF and prep the cooler because basking beachside in the middle of downtown Portland will soon become a reality. Support @Human Access Project* in reclaiming and transforming the Willamette River. Learn more and donate here: www.GiveBacktoOregon.org

Twitter: Splash into the Willamette with @humanaccessproj, who are working to improve water recreation in PDX. Here's how you can help:
www.GiveBacktoOregon.org

Facebook Banner Image



Social Sharing Image (e.g., Facebook or Instagram)



*See page 4 for more information about tagging a business in Facebook.

Sample Social Media Copy for Project Beneficiaries

Camas Country Mill School House Project

Facebook: Help @Camas Country Mill* get class back in session. Your donation will help transform a historic, one-room schoolhouse into a hands-on farm education center: www.GiveBacktoOregon.org

Twitter: Class is in session with @CamasCountry. Help them transform a historic schoolhouse into a farm education center: www.GiveBacktoOregon.org

Facebook Banner Image



Social Sharing Image (e.g., Facebook or Instagram)



*See page 4 for more information about tagging a business in Facebook.

Sample Social Media Copy for Project Beneficiaries

Bureau of Land Management & The Nature Conservancy

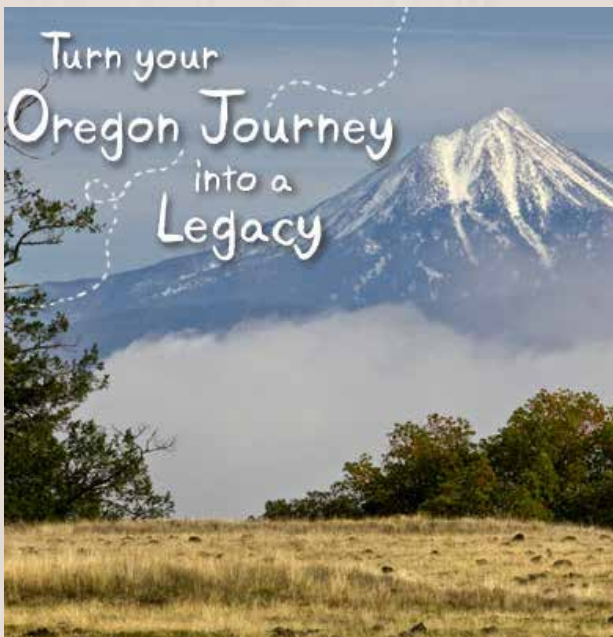
Facebook: Rising a stupendous 800 feet above the roaring Rogue River, Table Rocks is one of Oregon's most impressive geologic formations. @The Bureau of Land Management – Oregon and @The Nature Conservancy* need your help protecting it: www.GiveBacktoOregon.org

Twitter: Dig epic geologic formations? Then you'll love @BLMOregon & @Nature_Org's project to preserve & protect Table Rocks: www.GiveBacktoOregon.org

Facebook Banner Image



Social Sharing Image (e.g., Facebook or Instagram)



*See page 4 for more information about tagging a business in Facebook.

Sample Social Media Copy for Project Beneficiaries

Bend Paddle Trail Alliance

Facebook: Hey paddlers—surfs up on the Deschutes! Help the @Bend Paddle Trail Alliance* create a whitewater park and improve fish habitat at the same time. Donate here: www.GiveBacktoOregon.org

Twitter: Surfs up on the Deschutes! Help the Bend Paddle Trail Alliance create a whitewater park and improve fish habitat. Donate today: www.GiveBacktoOregon.org

Facebook Banner Image



Social Sharing Image (e.g., Facebook or Instagram)



*See page 4 for more information about tagging a business in Facebook.

Sample Social Media Copy for Project Beneficiaries

Hood River Area Trail Stewards

Facebook: Want to shred the Seven Streams Trail in Hood River's Post Canyon once again? @HRATS's* project to restore this trail is underway and you can help: www.GiveBacktoOregon.org

Twitter: Shredders unite! Help Hood River Area Trail Stewards restore the Seven Streams Trail: www.GiveBacktoOregon.org

Facebook Banner Image



Social Sharing Image (e.g., Facebook or Instagram)



*See page 4 for more information about tagging a business in Facebook.

Sample Social Media Copy for Project Beneficiaries

The Fossil Educational Foundation

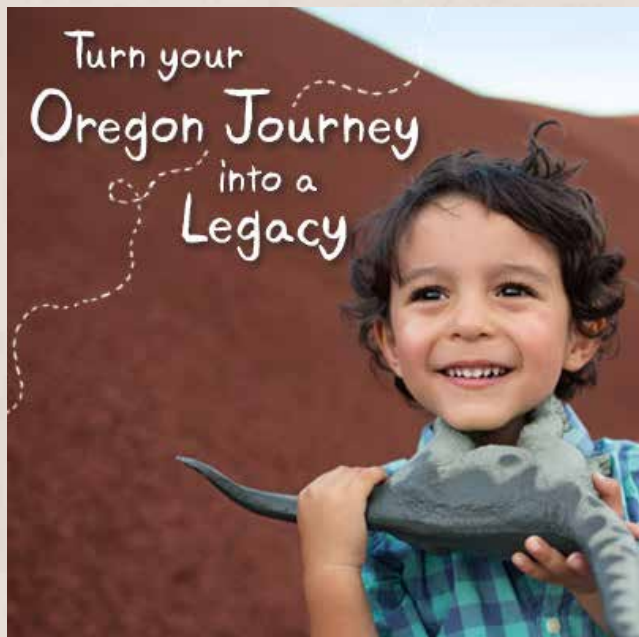
Facebook: Want to channel your inner archeologist and learn about Eastern Oregon's high desert terrain? Dig for fossils and discover fascinating plant life @Fossil School District Educational Foundation*. Learn how you can help protect and build this resource for future generations: www.GiveBacktoOregon.org

Twitter: Channel your inner archaeologist and help The Fossil School District Educational Foundation dig into a better future: www.GiveBacktoOregon.org

Facebook Banner Image



Social Sharing Image (e.g., Facebook or Instagram)



*See page 4 for more information about tagging a business in Facebook.

T R A V E L



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www.TravelOregonForever.com

For more info contact: development@traveloregon.com