**Oregon Heritage Plan Outreach Toolkit**

* + 1. **Toolkit Purpose**

**What is the Oregon Heritage Plan?**

The Oregon Heritage Plan identifies opportunities to strengthen heritage across the state and lays the foundation for the Oregon Heritage Commission’s priorities over the next five years. The Plan is a call to action to unite around common goals. [You can view the 2020-2025 Oregon Heritage Plan here](https://www.oregon.gov/oprd/OH/Documents/2020_Oregon_Heritage_Plan.pdf). The updated plan will incorporate input from the survey, a public comment period, and other engagement activities. The Oregon Heritage Commission is planning to adopt the updated plan in April 2026.

This outreach toolkit includes sample language and resources interested organizations and agencies can use to raise awareness of the Oregon Heritage Plan survey. **The survey is open to the public until October 27.**

**Survey Background**

The purpose of the Oregon Heritage Plan Survey is to understand what heritage values Oregonian’s hold and how they participate in historical activities across the state. The survey is also an educational tool to increase awareness of the Oregon Heritage Plan and the importance of heritage resources. Results of the survey will be used to inform the Oregon Heritage Plan. Survey goals include:

* Increase understanding of the heritage values Oregonian’s hold, the heritage activities they participate in, and how to reduce barriers.
* Raise awareness of the Oregon Heritage Plan and the importance of the Plan goals.
* Collect data to inform the Plan goals and to share with heritage organizations to support their work.
	+ 1. **Outreach Resources**

Below you will find tools in English and Spanish to help reach and engage your community and networks:

* **Email content** to send to your mailing lists.
* **Social media** **content** including images and language to post on your social accounts.
* **Survey information** including links to print out paper surveys.

Please contact Katie Henry, Oregon Heritage Commission Coordinator, at katie.henry@oprd.oregon.gov with any questions.

**English and Spanish Email Templates**

Feel free to use the language below to share information with your network by email, newsletter, or other forms until the survey closes on October 27.

**Subject line:** Oregon Heritage Commission seeks public input on the 2026 Oregon Heritage Plan

Greetings,

The Oregon Heritage Commission is updating the Oregon Heritage Plan to strengthen heritage efforts across the state. **Take a** [**short survey**](https://www.surveymonkey.com/r/LPJG2YL) **by October 27 to share what aspects of heritage are important to you!**

If you enjoy meeting up at a local brewery in a historic building, attending cultural events or traditions, visiting museums, or researching local history or genealogy, heritage is important to you. Heritage includes valued objects and qualities such as cultural traditions, natural areas and landscapes, and historic buildings that have been passed down from previous generations.

Your input will help shape the Oregon Heritage Plan, which lays the foundation for the Oregon Heritage Commission’s priorities over the next five years. Visit the [Oregon Heritage website](https://www.oregon.gov/oprd/oh/pages/tools.aspx) to learn more about the [2020-2025 Plan](https://www.oregon.gov/oprd/OH/Documents/2020_Oregon_Heritage_Plan.pdf) and the [Oregon Heritage Commission](https://www.oregon.gov/oprd/oh/pages/commissions.aspx).

Sincerely,

Signature

**Asunto:** La Comisión de Patrimonio de Oregón solicita la opinión pública sobre el Plan de Patrimonio de Oregón 2026

Buenos días/Buenas tardes,

La Comisión de Patrimonio de Oregón (Oregon Heritage Comission) está actualizando el Plan de Patrimonio de Oregón (Oregon Heritage Plan) para fortalecer los esfuerzos de preservación del patrimonio en todo el estado. **Participe en** [**esta encuesta**](https://es.surveymonkey.com/r/V7GDHNR) **antes del 27 de octubre para compartir qué aspectos del patrimonio son más importantes para usted.**

Si disfruta reunirse con amigos en una cervecería local en un edificio histórico, asistir a eventos o tradiciones culturales, visitar museos o investigar la historia o genealogía local, el patrimonio es importante para usted. El patrimonio incluye objetos y cualidades valiosas como tradiciones culturales, áreas y paisajes naturales, y edificios históricos que han sido transmitidos por generaciones anteriores.

Su opinión ayudará a dar forma al Plan de Patrimonio de Oregón, que establece la base de las prioridades de la Comisión de Patrimonio de Oregón para los próximos cinco años. Visite el sitio web de [Patrimonio de Oregón](https://www.oregon.gov/oprd/oh/pages/tools.aspx) para conocer más sobre el [Plan 2020-2025](https://www.oregon.gov/oprd/OH/Documents/2020_Oregon_Heritage_Plan.pdf) y la [Comisión de Patrimonio de Oregón](https://www.oregon.gov/oprd/oh/pages/commissions.aspx).

Atentamente**,**

Firma

**English and Spanish Social Media Template**

Feel free to use the language below or the [graphics in this Dropbox link](https://www.dropbox.com/scl/fo/xo6fiebc3fvgcicljgbw7/AEHHZDV1ciyHfaB54KdISeQ?rlkey=apu5i7u7omuwhyqtcl7ut8ezo&st=er3d29q0&dl=0) to share information with your network by social media. You can also repost content from the [Oregon Heritage Facebook account](https://www.facebook.com/OregonHeritage/).

**Facebook, Instagram, X, and Bluesky sample post:**

Do you enjoy visiting your local museum, exploring cultural traditions, or grabbing a pint at a historic building? Tell us what heritage means to you! Take our survey by October 27 to shape the Oregon Heritage Plan:<https://www.surveymonkey.com/r/LPJG2YL>

¿Disfruta visitar un museo local, explorar tradiciones culturales o compartir una bebida en un edificio histórico? ¡Cuéntenos qué significa el patrimonio para usted! Participe en nuestra encuesta antes del 27 de octubre y ayude a dar forma al Plan de Patrimonio de Oregón 2026: <https://es.surveymonkey.com/r/V7GDHNR>

**English and Spanish Flyer**

Feel free to share the [flyers in this Dropbox link](https://www.dropbox.com/scl/fo/xo6fiebc3fvgcicljgbw7/AEHHZDV1ciyHfaB54KdISeQ?rlkey=apu5i7u7omuwhyqtcl7ut8ezo&st=er3d29q0&dl=0) with your network by email, newsletter, or other forms until the survey closes on October 27.

**Links and Resources**

* Online English survey: <https://www.surveymonkey.com/r/LPJG2YL>
* Online Spanish survey: <https://es.surveymonkey.com/r/V7GDHNR>
* Paper English and Spanish survey:
	+ The attached paper surveys are available to print and share with your organization’s participants (e.g., print and place near the exit of a museum). Mail completed paper surveys by October 27 to:

Kearns & West

537 SE Ash St, Suite 305

Portland, OR 97214

* [Dropbox to access graphics and flyers](https://www.dropbox.com/scl/fo/xo6fiebc3fvgcicljgbw7/AEHHZDV1ciyHfaB54KdISeQ?rlkey=apu5i7u7omuwhyqtcl7ut8ezo&st=er3d29q0&dl=0)
* [Oregon Heritage website](https://www.oregon.gov/oprd/oh/pages/tools.aspx) and the [Oregon Heritage Commission](https://www.oregon.gov/oprd/oh/pages/commissions.aspx) website
* The [2020-2025 Oregon Heritage Plan](https://www.oregon.gov/oprd/OH/Documents/2020_Oregon_Heritage_Plan.pdf).