



## Conference to Focus on World Development, Environment

On March 23-24, 1993, the Council on Foundations and the Brookings Institution will host a conference on environmental issues related to sustainable world development. The meeting will bring together foundation officials, biologists, economists, politicians and business leaders.

With the advent of the Clinton-Gore administration, government officials and lawmakers will discuss the assumptions underlying the new environmental thinking and how policymaking will reflect those assumptions. In addition, participants will examine what grantmakers have done to illuminate the debate and what areas now need attention.

A session on dissemination and outreach will explore effective ways to reach policymakers and other key groups.

For a preliminary agenda, contact Jessica Masten, Brookings Institution, 1775 Massachusetts Avenue, N.W., Washington, DC 20036-2188; 202/797-6282.

### ▼ MARKETING, from page 1 Planned Giving

The Minneapolis Foundation has started a program where donors can support causes of special concern to them in the community. Stuart Applebaum, vice president of development, describes it as "a high level gift recognition society" where donors create a field of interest fund which perpetuates their vision and values for the community. After several of these funds have been established, the foundation holds a press conference announcing the donations as part of a new Community Vision Fund Program.

The Legacy Society, a similar program at the Cleveland Foundation, has proved successful with 17 new, substantial funds established. Potential donors first receive a brochure titled "A Gift of a Life Time," followed by a newsletter on the subject and an invitation with a letter of intent and response card. Invitations are also sent periodically to intermediaries and past contributors.

### Outreach to Minority Communities

The California Community Foundation co-sponsors with a local Spanish-language newspaper four programs which allow area Hispanics to provide feedback on the foundation's activities. Participants receive direct mail packages announcing the programs, with attendance often topping 400. Because of the success of the programs in raising the foundation's profile among Hispanics, the foundation is planning to launch similar projects in other ethnic communities.

In the South, the Foundation for the Carolinas has created minority focus groups of 8 to 10 people. Each group is invited by board members to informational luncheon sessions. The foundation emphasizes that invitations are not solicitations, but calls for advice and feedback. The resulting marketing research gives the foundation ideas to improve or strengthen its standing in the community.

This session, "25 Ways to Market Your Community Foundation," is available on tape from Audio Archives, 1-800/747-8069.

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