

Connecting Community Foundations

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Abstract

Author LuAnn Lovlin posits that building global networks of community foundations is essential both for the sharing of ideas and promoting a positive image of foundations. In this paper, Lovlin examines the variety of current and historic links amongst community foundations and suggests how such networks of communication and marketing can be improved upon. Lovlin looks at both national and international cases, including Community Foundations of Canada and the Council on Foundations in Washington DC. From such examples, Lovlin draws several recommendations. These include cooperation on the part of community foundations to synchronize marketing activities, thereby promoting a global brand identity for all community foundations. She also suggests that a central website be established to serve as a portal of communication for community foundations worldwide, and that such a site be run by an independent staff distinct from any particular community foundation.

To request the full version of the paper, please click [here](#)

