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Inspiring philanthropy beyond borders

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Spring 2009

News for Contributors and Friends of the International Community Foundation

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Quarterly Features

[A Makeover for the International Community Foundation](#)

written by: Mia Taylor



The International Community Foundation has refreshed the foundation's brand, including new colors, an updated logo, our website, a new tagline, "Inspiring Philanthropy Beyond Borders", and a new marketing brochure.

These are important steps in the International Community Foundation's organizational development, part of what will be a continuing effort to more effectively convey the foundation's story and key messages to target audiences and stakeholders.

In the past, the foundation has used its annual report as a marketing tool to reach a variety of audiences, including potential donors. Clearly this was not the most effective approach, nor one that was tailored to explaining how funds are established and the many fund options available for donors.

The foundation now is in the process of publishing a newly developed "donor giving guide." The guide provides detailed, useful information about various ways to establish funds and also includes narratives from donors who have exciting and inspiring success stories to share.

The donor giving guide however, was merely the first step. With the help of the board's Marketing & Strategic Committee, led by Mary Correia Moreno along with Cheryl Hammond, Nancy Marlin and Wendy Gillespie and the creative talent of graphic designer Amy Ezquerro, the foundation created a new logo that is more streamlined, modern and colorful. The intention of the new logo is to convey the vitality and energy of the foundation, while also continuing to emphasize the foundation's international focus and network of connections.

These efforts will be followed later this year by changes to our website and additional marketing materials tailored for specific audiences, such as a "Friends of Fund" guide for Mexican nonprofits and a press kit for the media.

Clearly these are challenging times for everyone, but the International Community Foundation remains as committed, enthusiastic and energetic as ever about fulfilling its mission. These new marketing and communication efforts are just a small part of the foundation's continuing dedication to meeting its goals of expanding charitable giving and volunteerism in the communities and nonprofits that we serve internationally.

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