

your grant program be limited. Foundations that get into newspapers are often subjected to hundreds of unsolicited applicants - most of these will be serious and wellmeaning, some will be humorous, some may have great potential and some may have no potential whatsoever. In any case, the time spent in processing these applications is considerable, and even though the evidence is desirable, the expense in time and funds may not justify the work. It is recommended that your foundation continue its grant program by the recommended methods, personally solicit applicants in specified areas, or inform a select group of students, if your program includes college scholarships.

There are no Treasury requirements for publicity and we recommend that unless you wish a great number of applicants you do not publicize through an extensive, formal public relations program. The word will be passed fast enough by the people who write the references for your original applicants, regardless of any public relation activity on your part.

4. The foundation should now begin preliminary