AUG 25 1994

Monsanto

From: D. D. Mitchem - 1740 - 6401

Date: August 23, 1994 **cc:**

Subj: Community Relations/Monsanto Fund Contributions Plans

To: Kevin Cahill
John Kaminski
Keith Miller
Russ Sackett

Attached is a memo from Loren Wassell and Marilyn Hartnett regarding our combined 1995 community relations plan and Monsanto Fund budget plan.

Please read the memo and forward to me your own top 3 to 5 focus areas (listed as goals on the sample plan) for community relations/contributions by **SEPTEMBER 14**, 1994. I will combine them into a list and distribute them to the group for review prior to a meeting the week of September 19 or September 26. At that meeting, we will need to distill the list into THE TOP 3 to 5 focus areas for the final community relations plan and Fund budget, along with some ideas as to how we coordinate Fund contributions into the plan.

After that meeting, we may need the assistance of Kevin and/or our part-time communications consultants to prepare the full outline with objectives, messages, tactics, costs, etc. Put your goals together with the realization that we will have the availability of our communications consultants to assist in the accomplishment of those goals.

I've also included the WGK 1994 Community Relations Plan as prepared by Kevin late last year, as well as a copy of The Conference Board's report titled "Corporations as Partners in Strengthening Urban Communities." These may give you some guidance/ideas as you prepare your focus areas.

***Please let me know quickly your availability for the review meeting as listed below (we should probably allow at least 2 hours):

September 22	all day
September 26	all day
September 28	2:00 p.m. to 4:30 p.m.
September 29	all day

Debbie Mitchem

DSW 135635

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