

JEWISH FEDERATION OF DELAWARE LAUNCHES NEW WEBSITE AT SHALOMDELAWARE.ORG

For Immediate Release

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January 2, 2018, Wilmington, DE – The Jewish Federation of Delaware launched its new website at ShalomDelaware.org. The website serves as the portal to Jewish Delaware and was evolved to provide and enhance user-friendly experiences. Improvements include a responsive design, site navigation, updated and more robust content, community calendar, event registration, and a secure donation platform.

Online marketing matters. It is increasingly important that nonprofit organizations build an online presence that connects and engages with potential and current constituents through a platform they can easily access anywhere, anytime. Websites have become the most powerful online communications tool with the capability of real-time updating and reporting.

“ShalomDelaware.org serves as Federation’s primary online communication vehicle and it is increasingly important to provide an easy to navigate portal that informs, inspires and builds community,” stated Seth J. Katzen, Chief Executive Officer of the Jewish Federation of Delaware. “Federation’s website is an online extension of our brand positioning that parallels and1000 reinforces that, ‘*We Are Stronger TOGETHER*.’”

Federation’s website is powered by Firespring, a certified B-Corporation that specializes in building and engaging nonprofit online presence. They provide essential nonprofit tools integrated into a stunning responsive website. For more information, visit Firespring.org.

About Jewish Federation of Delaware

Jewish Federation of Delaware protects and enhances the well-being of Jews worldwide through the values of *tikkun olam* (repairing the world), *tzedakah* (charity and social justice) and Torah (Jewish learning). Federation consistently earns the highest ratings for trust and transparency in each of the industry’s top evaluators – a 4-star rating from *Charity Navigator*, Platinum Seal of Transparency from *GuideStar* and Top-Rated Award from *GreatNonprofits*. For more information, please visit ShalomDelaware.org.

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