JEWISH FEDERATION OF DELAWARE LAUNCHES NEW BRAND CAMPAIGN, “I BELIEVE…”

For Immediate Release:

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May 10, 2023, Wilmington, DE – Jewish Federation of Delaware has launched a new brand campaign entitled, I Believe…, including a series of print ads and outdoor billboards.

“The premise of the ‘I Believe…’ campaign is leveraging real community members who support Federation through a testimonial-style concept,” said Seth J. Katzen, President and CEO of Jewish Federation of Delaware. “Our donors tell their Federation story in a personal and compelling way. They represent a cross section of our loyal donor base who understand our core value of tikkun olam – a repairing of the world.”

Using real donors and actual testimonials allows the Federation to touch the hearts and minds of the community. Authenticity is critically important in building trust and in a world filled with increasing competition and limited bandwidth, successful nonprofits must be memorable to stand above the noise. The Federation’s donor base may vary in age, background, affiliation, education and affluence – yet there is unified understanding and commitment in making the world a better place through their time and financial investment. There is a generational attachment for helping others who are less fortunate and in need. Federation serves as the community convener and central address to Jewish life in Delaware and the Brandywine Valley, in Israel, and around the world. Thanks to the wonderful support of our generous donors, We Grow Stronger TOGETHER.

The print ads are rotating in Jewish Living Delaware, the only monthly magazine covering Delaware & the Brandywine Valley with a Jewish lens.

In addition, three outdoor billboards are rotating in the Wilmington metro through Clear Channel Outdoor. This vehicle expands the reach of the campaign to a broader audience.

The Federation is also developing a social media effort to support the campaign through online tactics.

About Jewish Federation of Delaware

Every day, Jewish Federation of Delaware supports programs that feed, clothe, shelter, counsel, and rescue thousands of people here in Delaware and the Brandywine Valley, in Israel and around the world. We provide opportunities that educate, inspire, and celebrate a vibrant Jewish life. It’s our responsibility. It’s our privilege. It’s who we are. For more information, please visit ShalomDelaware.org.

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We Grow Stronger TOGETHER
Print Campaign

I Believe...

"...that Federation has our community's heart at its center and ensures that needs locally and around the world are continually met. The Federation provides scholarships and serving with other Jewish organizations to address critical needs every day.

Please join me in supporting the Annual Campaign to improve the world and bring healing and hope to so many.

- EILEEN COHN National Campaign Chair - Federation Board"

I Believe...

"...that Federation has the ability to be an outstanding job in visibly supporting the community as well as work towards changing the course of our Jewish community. This is an incredible job that is possible. The Federation acts on a mission and through our support, it will benefit our local community.

Please join me in supporting the Annual Campaign to improve the world and bring healing and hope to so many.

- EILEEN COHN National Campaign Chair - Federation Board"

I Believe...

"...that Federation is an effective nonprofit by meeting the ongoing needs of our community and making our children benefit from the JFS Early Childhood Center and camp.

Please join me in supporting the Annual Campaign to improve the world and bring healing and hope to so many.

- RUTH MACHATZER Assistant Executive Director - Federation Chair"

I Believe...

"...that Federation is a national organization which is helping to address critical needs around the world.

Please join me in supporting the Annual Campaign to improve the world and bring healing and hope to so many.

- JULIE HADDORF Assistant Executive Director - Federation Chair"

I Believe...

"...that Federation has provided me and my family a warm Jewish community. I have been involved with great friends, a great cause, and an incredibly well-run nonprofit that is doing the right things.

Please join me in supporting the Annual Campaign to improve the world and bring healing and hope to so many.

- JACOB SHAPIRO President - Federation Board"

I Believe...

"...that Federation is a fantastic organization which is helping to address critical needs around the world.

Please join me in supporting the Annual Campaign to improve the world and bring healing and hope to so many.

- JACOB SHAPIRO President - Federation Board"

We Grow Stronger TOGETHER

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