

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 affluency – 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.



We Grow Stronger TOGETHER

Print Campaign

I Believe...

...that Federation has our community's best interest at heart and ensure that needs locally and around the world are continuously met. The Federation embraces collaboration and working with you to hear your voice 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.

ELIYAHU KAPLAN
Regional Director +
Federation Director




ShalomDelaware.org • 302-427-2100

I Believe...

...the Federation does an outstanding job to financially support the community as well as work tirelessly in continuing the sense of closeness throughout the Delaware Jewish Community. The work is crucial to bring Delawareans of various backgrounds together to promote the "Delaware Way."

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

JOHN MACKENROD
Pastor/Head Director +
Federation Director




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I Believe...

...that Federation is an effective nonprofit in meeting the ongoing needs of our community. My children benefit from the JCC's 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.

PAM HESLER
Non-Profit Agent +
Federation Director




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I Believe...

...the Delaware Jewish community is unique in the degree of unity, cooperation, and collaboration among its many institutions. Federation is the "glue" that makes it possible. The Federation acts with a mission not just to benefit itself, but to benefit and unify the entire community.

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

MARK RUBIN
Regional Director +
Federation Director




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I Believe...

...Federation has provided me and family a warm Jewish community. We've been blessed 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.

ANDREW KOSOV
Regional Director +
Federation Director




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I Believe...

...in Federation as it serves as an effective change agent - addressing current needs while shaping strategically focused, long-term solutions. My family truly benefits from all that our Jewish community offers.

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

YISROEL
Medical Professional +
Federation Director




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Outdoor Public Service Announcement (PSA)

I Believe...
Jewish Federation
of Delaware
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