



## JEWISH FEDERATION OF DELAWARE LAUNCHES NEW WEBSITE AT SHALOMDELAWARE.ORG

### For Immediate Release

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April 1, 2024, Wilmington, DE – 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 and 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 critical that our website provides an easy to navigate portal that informs, inspires, and builds community,” stated Seth J. Katzen, President and Chief Executive Officer of Jewish Federation of Delaware. “Federation’s mobile-friendly website is an online extension of our brand positioning that parallels and reinforces how, ‘*We Grow 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](https://firespring.org).

### About Jewish Federation of Delaware

Federation is where the Jewish values of *compassion, charity, generosity, and responsibility* inspire us to improve the quality of life for people in our community, in Israel and around the world. We Grow Stronger TOGETHER. For more information, please visit [ShalomDelaware.org](https://ShalomDelaware.org).



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**We Grow Stronger TOGETHER**

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