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EXPERT TEACHES STRATEGIES FOR MARKETING THE LEGACY MESSAGE

West Hartford, CT – More than 20 local Jewish professionals and community leaders attended a workshop with Ira Yellen, CEO of the Glastonbury-based First Experience Communications marketing and PR firm, on May 14 at the Jewish Community Foundation of Greater Hartford. The talk was part of the Foundation's Leave a Jewish Legacy initiative, which is helping local agencies, schools and synagogues build for the future by encouraging charitable bequests.

Yellen discussed the importance of clear and consistent communication with donors in building a successful legacy program. "There has been a sea change in the ways and reasons people give money. Donors today want to see results and benefits; they don't give for the same reasons their parents did. And more charities than ever are competing for Baby Boomers' money. Nonprofits have to adapt and stand out if they want to survive," says Yellen. In this new landscape, email newsletters and websites can be particularly effective ways to build donor relationships that lead to legacy gifts. By emphasizing unique services and concrete results, nonprofits stand the best chance of inheriting Boomer dollars over the years to come.

For more information on the Leave a Jewish Legacy initiative, please call the Foundation at 860.523.7460 or visit our website at www.jcfhartford.org.

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[PHOTO: YELLEN 3.JPEG]

More than 20 local Jewish leaders gathered at the Jewish Community Foundation on May 14 to learn about marketing bequest programs from consultant Ira Yellen as part of the Foundation's Leave a Jewish Legacy initiative. Pictured are Jeff Ratner of Farmington Valley Jewish Congregation–Emek Shalom and Rona Gollob of Beth Hillel Synagogue of Bloomfield.

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About the Jewish Community Foundation

For 35 years, the Jewish Community Foundation has been at the forefront of charitable giving in Greater Hartford. The Foundation has partnered with individuals, families and community organizations to help them achieve their philanthropic goals and to increase current and future support for a vibrant and secure Jewish community in Greater Hartford, Israel and around the world. During fiscal year 2006, the Jewish Community Foundation distributed more than \$2.5 million in grants to more than 100 different charitable organizations.