

February 11, 2008

News Media Contact: Deborah Rothstein 860.523.7460

attachment: JPEGs (2)

Expert Shares Strategies to Build Relationships and Retain Donors

West Hartford, CT – National fundraising expert Simone P. Joyaux addressed a crowd of more than 30 Hartford area Jewish professionals and community leaders at a Fundraising Academy workshop entitled “Keep Your Donors: Building Profitable Relationships That Last” on February 6.

Joyaux’s message is simple and common-sense: Treat donors well and they will give and continue to give! One of the most important things nonprofit organizations can do to build funds is to steward their donors by keeping in touch with them on a regular basis. Joyaux recommends at least 6 communications over the course of a year. Donors want to be treated with respect and are being courted by more charities than ever before. They have choices.

Joyaux’s training session comes at a critical time for the Hartford Jewish community. More than 20 local Jewish agencies, schools and synagogues are participating in *Leave a Jewish Legacy*, a three-year project to capitalize on the anticipated intergenerational transfer of wealth that experts predict for America in the next 50 years. Each agency will be asking their donors for a legacy gift.

For more information about the *Leave a Jewish Legacy* initiative, please call Deborah Rothstein, J.D., Director of Development, or Doreen Fundiller-Zweig, J.D., L.L.M., Executive Director, at 860.523.7460, or visit the Foundation’s website at www.jcfhartford.org.

##

[PHOTO CAPTIONS]

[JOYAux1.JPG]

Nationally known philanthropic consultant Simone Joyaux addressed more than 30 Jewish professionals and community leaders at the Jewish Community Foundation of Greater Hartford on February 6. Her presentation was part of the Foundation’s *Leave a Jewish Legacy* program.

[JOYAux2.JPG]

Daryl Worobow of Farmington Valley Jewish Congregation–Emek Shalom was one of more than 30 local leaders attending Simone Joyaux’s donor stewardship talk at the Jewish Community Foundation of Greater Hartford on February 6.

###

About the Jewish Community Foundation

Since 1972, the Jewish Community Foundation has partnered with individuals, families and community organizations to help them achieve their philanthropic goals and to provide long-term support for the Greater Hartford Jewish community. The Foundation awarded more than \$3.3 million in grants to more than 160 different charities during fiscal 2007.