



# Email Marketing

## ***Giving Voice Newsletter***

CLIENT: Jewish Community Foundation of Los Angeles

I created a newsletter titled *Giving Voice* to consolidate and streamline our communications. Previously, our audience received numerous separate emails covering various news items, leading to email overload. The goal was to provide a centralized platform for easy access to all news updates while reducing email frequency. Taking on the role of creative director, I conceptualized the newsletter, developed its content strategy, and curated the year's worth of content. *Giving Voice* consistently achieved an impressive average open rate of 50%.



### INSPIRATION

Foundation Hosts Donors and Grantees for "Philanthropy in Action: An Evening with Changemakers"



Recently, The Foundation hosted donors and grantees for "Philanthropy in Action: An Evening with Changemakers," a magical night of connecting and celebrating the work we make together in our community.

Foundation Trustee Heidi Monkarsh and her husband, Jon, graciously hosted the event at their beautiful home. Evan Schlessinger, Board Chair, Naomi Strongin, President of the Center for Designed Philanthropy, and our new President and CEO Rabbi Michael Lerner each spoke to the crowd of 200 people about the importance of coming together to repair the world.

[VIEW PHOTO GALLERY](#)



# Giving Voice Newsletter

CLIENT: Jewish Community Foundation of Los Angeles

## Foundation Provides Emergency Needs Funding to Four Local Organizations

In 2022, The Foundation launched a grants pilot to provide emergency funds to individuals who can't afford critical living expenses. Grants were awarded to Jewish Family Service of LA, LA Family Housing, Tomchei LA, and Watts Labor Community Action Committee. With this funding, we were able to support more than 130 individuals with critical assistance last year.

This year, we continue to support these vital programs with increased funding. The four organizations will distribute emergency grants to individuals who need support with rent or hotel costs, utility bills, transportation assistance, medical services, essential household or baby supplies, grocery gift cards, and more.

Contact the Center for Designed Philanthropy today to learn more about these grants.



Jewish Family Service of Los Angeles



Los Angeles Family Housing

## Connect with our Experts on LinkedIn!

Our experts are thought leaders on all topics related to charitable giving. Connect with them on LinkedIn to tap into their knowledge, gain invaluable insights, and stay at the forefront of the ever-evolving world of giving.



**Rabbi Aaron Lerner**  
President & CEO



**Dan Rothblatt**  
Executive Vice President



**Deborah Johnston**  
Senior VP, Finance & Administration / CFO



**Natella Royzman**  
Vice President,  
Charitable Gift Planning



**Steve Gamer**  
Vice President, Advancement



**Naomi Strongin**  
Vice President, Center for  
Designed Philanthropy

Follow The Foundation on LinkedIn by [clicking here!](#)

# Email Marketing Messages

CLIENT: Jewish Community Foundation of Los Angeles

Below are some marketing messages I developed, which were either featured in *Giving Voice* or used as standalone pieces.

## Give the Gift of Giving This Chanukah - Open a Donor Advised Fund for your Child or Grandchild

Make charitable giving a family affair this Chanukah by gifting a Donor Advised Fund to your child or grandchild. With a minimum contribution of \$5,000, you can equip your family members with a powerful giving tool that allows them to immediately make a difference in their community. We even have a "gift certificate" we can personalize for you to make the moment that much more special!



If you would like to learn more, email us at [development@jewishfoundationla.org](mailto:development@jewishfoundationla.org) or call us at 323.761.8704 today.

## Top 10 Reasons Working with The Foundation is Different...and Better

You have many choices when selecting where to open a charitable fund, but we believe we stand out in our field by collaborating with donors on solutions that meet their needs and improve our community. We strive to provide a customized, rewarding, and personal experience.

Read ten reasons why we feel our collaborative approach distinguishes us from all the rest.

[READ MORE](#)

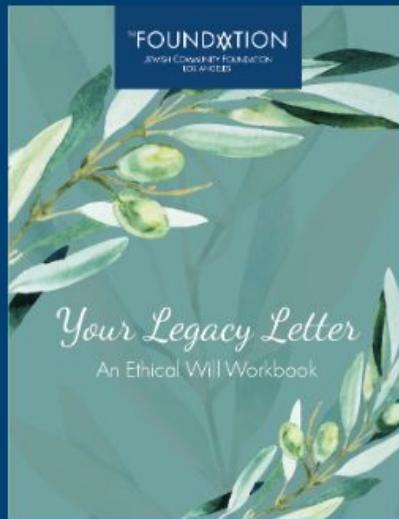
# Email Marketing Messages

CLIENT: Jewish Community Foundation of Los Angeles

## NEW! Your Legacy Letter -- An Ethical Will Workbook

We created a new resource for our donors -- one of the many benefits of having a fund at The Foundation. An ethical will, also known as a legacy letter, is an opportunity to preserve meaningful parts of your life and legacy and is usually written for the benefit of your loved ones.

Our new workbook, *Your Legacy Letter: An Ethical Will Workbook*, is another complimentary tool for Foundation donors that offers 30 thought-provoking questions to help guide you in sharing your story and life experiences with your family.



## Prepare Your Estate Plan

Our Estate Planning Workbook is a useful for you to organize your financial information in preparation for meeting with your advisor.

Questions about [estate planning](#)? Our experts are well-versed in charitable estate planning and would be more than happy to discuss any questions or concerns you may have. Contact us today by phone at 323.761.8704 or by [email](#).

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## Estate Planning WORKBOOK



Preparing for an estate planning meeting with your advisor

jcf@jcflosangeles.org • 323.761.8704 • fax 323.716.8721  
6505 Wilshire Boulevard, Suite 1200, Los Angeles, CA 90048

**DOWNLOAD THE WORKBOOK**

# Open Call for Grant Application Campaigns

CLIENT: Jewish Community Foundation of Los Angeles

Each year, we organized 2-3 open calls for organizations to apply for our grants. My role encompassed designing flyers, crafting marketing strategies, and meeting key performance indicators (KPIs) by promoting sign-ups for informational webinars linked with each call. To maintain consistency across campaigns, I opted for a unified theme of 'building together.' Each graphic depicted people collaborating to construct something meaningful, aligning directly with the foundation's core principle of repairing the world.



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...  
Attend our Cutting Edge Grants 2.0 workshop on April 26!



The Jewish Community Foundation of Los Angeles Announces

# CUTTING EDGE GRANTS 2.0

Grant Opportunities of up to \$300,000 for Innovative Programs in the Los Angeles Jewish Community

Cutting Edge Grants 2.0 encourages forward-thinking organizations to apply for a grant to launch or grow innovative programs that will help build a vibrant and inclusive LA Jewish community, equipped to meet the emerging needs and opportunities of the future.

Grants of \$100,000 – \$300,000 will be awarded in Fall 2023.

Are you a creative leader or organization working to transform Jewish LA?



To learn about eligibility criteria, areas of focus, and how to apply, attend our mandatory Grantseekers' Webinar on Wednesday, April 26, 2023.

Visit [www.jewishfoundationla.org/cutting-edge-grants](http://www.jewishfoundationla.org/cutting-edge-grants) for details and to register.

# Open Call for Grant Application Campaigns

CLIENT: Jewish Community Foundation of Los Angeles

## REIMAGINE JEWISH LOS ANGELES

Grant Opportunity of up to \$200,000

How is your organization **reimagining, adapting, and evolving in 2021 and beyond?**

Our new **2021 REIMAGINE GRANTS** will support Jewish nonprofit initiatives designed, developed, or adapted as a response to COVID-19 in one of the following areas:

1. Programs and Delivery Models
2. Professional Development, Leadership Development, and Wellness Programs
3. Partnerships

Learn about eligibility and how to apply by visiting [jewishfoundationla.org/reimagine](http://jewishfoundationla.org/reimagine) and register for our mandatory **Grantseekers' Webinar on Wednesday, April 7, 2021.**



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2023 NEXT STAGE GRANTS  
GRANTSEEKERS' WORKSHOP

Learn more about applying for Next Stage Grants at our mandatory Grantseekers' Workshop

December 1, 2022  
10 AM PST



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The Jewish Community Foundation of Los Angeles Announces

## CAPACITY BUILDING GRANT OPPORTUNITIES OF UP TO \$300,000

The call for 2023 Next Stage Grant proposals is out now!

Does your organization have a record of addressing important community needs, an ambitious capacity building project in mind, and the committed leadership to implement it? We encourage you to learn more about applying for a **Next Stage Grant**!

**Next Stage Grants** is a multiyear, highly competitive grant program intended to strengthen the internal and operational capacity of nonprofit partners and support a dynamic and thriving Los Angeles Jewish community. The opportunity includes:

- Up to \$300,000 in funding for significant capacity building projects
- A suite of support that includes working with a consultant, peer cohort learning opportunities, and more.

Please visit our website to learn about eligibility criteria and to register for our mandatory Grantseekers' Webinar taking place on **Thursday, December 1, 2022.**

**Next Stage GRANTS**

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