



Event Marketing

FOUNDATION WEBINAR MARKETING

CLIENT: Jewish Community Foundation of Los Angeles

A significant aspect of my role involved promoting the diverse array of events we organized throughout the year, spanning both digital and in-person formats. To streamline our webinar offerings, I introduced an umbrella brand called "Insights on Giving," providing a recognizable platform for hosting all our digital events.

My duties included conceptualizing event titles, crafting copy, deciding design direction, and devising marketing strategies. Collaborating closely with a designer and cross-functional teams, I ensured seamless execution from inception to promotion. Notably, these events consistently surpassed attendance targets, reflecting the effectiveness of our branding and promotional strategies.



Celebrating Our Diverse Los Angeles Jewish Community

Tuesday, May 24, 2022 at 12:00 p.m. – 1:15 p.m.

For decades, The Foundation has proudly supported Jewish institutions paving the way for inclusive engagement in Jewish life. We invite you to hear from Foundation grantees and community leaders at the forefront of engaging an even wider tent of Jews — with disabilities, Jews of color, diverse teens, and the LGBTQ+ community.

Our esteemed panel includes:



Moderated by:
Noomi Strongin
VICE PRESIDENT,
THE CENTER FOR DESIGNED PHILANTHROPY
Jewish Community Foundation of Los Angeles

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Insights on Giving  A SERIES OF TALKS ON PHILANTHROPY

We hope to see you there!

1st Event: June 9, 2021 at noon

What's Next?

Ensuring a Thriving Jewish Community Post-COVID

Join us for a conversation with three Jewish nonprofit leaders and longtime Foundation grantees as they reflect on the pandemic's impact on the people they serve, their pandemic pivot, and how they see the needs and work of the Los Angeles Jewish community changing post-pandemic.

 **Asher Gells**
JO INTERNATIONAL

 **Elaine Hall**
THE MIRACLE PROJECT

 **Rabbi Dave Sorani**
JEWISH GRADUATE STUDENT INITIATIVE

As founder and Executive Director of JO International, Asher Gells has pioneered services for the LGBTQ+ Jewish community in Los Angeles that include a first responder, inclusive training, and teen engagement programming.

As The Miracle Project's founder and Executive Artistic Director, Elaine Hall has provided fully inclusive theater, film, social skills, and expressive arts programs for students with autism, special needs, and all abilities for nearly two decades.

Moderated by Naomi Strongin, Acting Director of The Center for Designed Philanthropy

In its own pandemic response, The Foundation has garnered national media attention for its distribution of \$8 million+ in relief funds to support 61 nonprofits in the Jewish and larger communities, locally and in Israel.

REGISTER TODAY

Contact Georgina Baquet at gbaquet@jewishfoundationla.org or 323.761.8725 with any questions. This invitation is non-transferable. Please do not share the registration link.

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Thursday, August 19, 2021 at noon

Helping the Next Generation Balance Privilege and Responsibility

with Joline Godfrey, financial education expert and author of *Raising Financially Fit Kids*



Financial education was once as simple as modeling frugal behavior and teaching kids about compound interest and saving. But now, low-interest rates and credit are available to almost anyone; companies target kids as consumers on children's programming, and kids can access numerous financial transactions online.

As such, it's easy for families to lose control of an informal financial education process that had worked for generations. But avoiding opportunities to instill financial fluency in the next generation will leave them unprepared for a lifetime of monetary responsibility. This session gives families, at all levels of wealth, guidance on how to engage the next generation in their own self-development.

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2nd Event: Tuesday, July 13, 2021 at noon

Intergenerational Legacy Giving



with **Dr. Lee Hausner**, an internationally recognized clinical psychologist, business consultant, former Foundation trustee, and author of multiple books, including *The Legacy Family: The Definitive Guide to Creating a Successful Multigenerational Family*.

Hear from a top expert in the field on how to create an intergenerational giving plan that embraces your children's and grandchildren's philanthropic passions and ensures a strong family legacy for years to come.

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