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**Approach:**

UJA-Federation of New York had established itself among a donor base directly connected with the Holocaust, rescue missions, Jews living within the Soviet Bloc and the establishment of Israel as a sovereign state. With the passage of time, the fall of communism and the strength of the Nation of Israel, the organization recognized the need to increase the awareness of their cause to a new target.

*"We just wanted to let you know how delighted we are with your work on our repositioning effort. The depth and quality of your knowledge base on UJA-Federation has been impressive – not many consultants can walk in here and 'get it' so right for the first time. Congratulations on a wonderful beginning. Everyone is eagerly anticipating our next encounter."*

Gail Hyman and John Ruskey | UJA-Federation of New York



Strategy |

**Result:**

GIRVIN worked with the UJA to complete a new brand strategy, identity, visual tools and communications platform for the organization to reach out to the next generation of donors in a fresh and relevant way.