



Experience:

United Jewish Communities continues to find new ways to connect to its constituencies. Two such examples include the Ben-Gurion Society and Blue Knot, both of which involved attracting and nurturing future leadership. For the Ben-Gurion Society, GIRVIN created a new logo and tagline that amped up the dynamic, powerful and prestigious qualities of the organization. The mark itself, a visage of the late David Ben-Gurion, visionary and First Prime Minister of the state of Israel, represents the leadership and core values associated with Jewish giving. The tagline, "Rise To It", is both aspirational and evocative of members' commitment to the cause. Blue Knot is an effort to reach out to high-technology professionals, establishing a national program and resource pool with regional chapters. The objective is to provide a means of connecting the Jewish community that incorporates career growth and networking.

