

## ➤ **The Power of Storytelling in Fundraising** [The Jewish Federation of Greater Hartford]

Great storytelling in fundraising isn't just about what you say—it's about how you make people feel. When done well, storytelling invites donors into a larger narrative where their gift becomes part of something meaningful and lasting.

The Jewish Federation of Greater Hartford's **NOW and Forever Endowment Campaign** is a shining example of this. Faced with rising antisemitism and urgent community needs, the Federation isn't relying on facts and figures alone to inspire giving. Instead, they are leaning into storytelling—crafting a powerful narrative of resilience, security, and leadership.

By framing their campaign as a call to protect and strengthen Jewish life, they are transforming donors from passive contributors into active guardians of their community's future. Donors aren't just supporting a cause—they are becoming part of a legacy of strength and continuity. This emotional connection is turning what could have been a transactional campaign into a deeply personal mission.

Through compelling stories of families, synagogues, and community leaders who are benefiting from endowment efforts, the Federation and Foundation are inviting donors to envision a secure and thriving future for the Hartford Jewish community. Their message resonates powerfully, inspiring donors to invest in a cause that will endure for generations.

For nonprofits looking to inspire generosity, the lesson is clear: Your organization's story isn't just about what you need—it's about the legacy your donors can help build. When you connect your mission to the values and emotions that matter most to your supporters, you create a story that compels them to take action and, together, leave a lasting impact.



