

# **Loren Solomon**

## **CREATIVE SAMPLES**

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loren@solomonsays.com | 404.386.7974



## homespace.app

Plan your trips. Remember what's important.  
Do your tasks. Manage your life.

Homespace is a new IOS app that uses  
user-centric and AI technology to increase  
personal satisfaction.

In app store - November, 2021.

Part of founding executive team - building,  
launching, positioning, messaging, marketing.

CLIENT: FOCUSNOW, INC.

# Organize your digital life.



homespace.



Landing Page



App Store Product Feature Images

**“I’ve worked with Loren at almost every start-up I’ve started. She is my trusted thought-partner, an insightful strategist, and a creative powerhouse. She inspires and energizes everyone around her.”**

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John Beasley, CEO, Homespace





## The Real Need Campaign

In the time of Covid, JF&CS needed to focus on serving the community's real needs: Electricity. Food. Rent.


And so we did.

Through an integrated, year-long fundraising campaign including traditional, direct, social, and digital, we served five times the number of people than in prior years.


And raised the most money for the Annual Campaign in JF&CS history.

**CLIENT: JEWISH FAMILY & CAREER SERVICES**





**CRITICAL SUPPORT**




**Sarah lives alone, is in treatment for breast cancer, and had to stop working due to the Pandemic.**

**COVID-19 unemployment is leaving Atlanta's most vulnerable with no income for basic needs.**

With your support, JF&CS was able to help pay Sarah's rent, put food on the table, and continue her medical treatments. But there are many more like Sarah who need our help. Because while we've provided more financial support and food than ever before, the need continues to grow.

**Help People in Real Need.** Give now at [jfcsatl.org/neednow](https://jfcsatl.org/neednow).



THE JF&CS **real** **NEED** CAMPAIGN

[realneedcampaign.org](https://realneedcampaign.org)






**JF&CS received over 3,000 calls for emergency financial assistance in 2019, but we could only help 360 of them.**

**David was number 361.**

**David is 9. His last full meal was 3 months ago.**

With your help, JF&CS is growing to meet the greatest challenges people in our community face. Together, we can help working families to access healthy food, children who have experienced trauma to find support, older adults to live out their lives with dignity, and ...

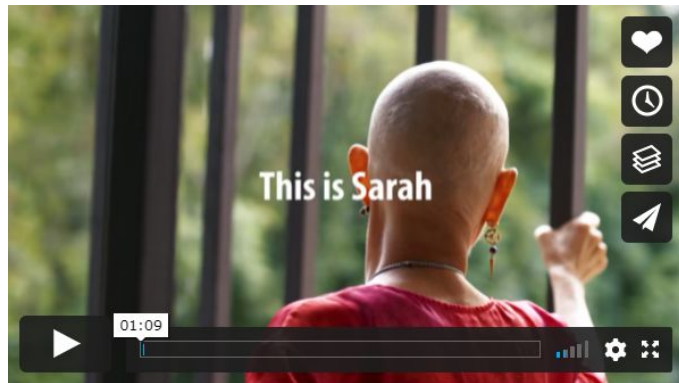
For more information on how you can can kajkdws akjdkklajlka akjdkalkjdl akjdkalks call 000.000.0000.



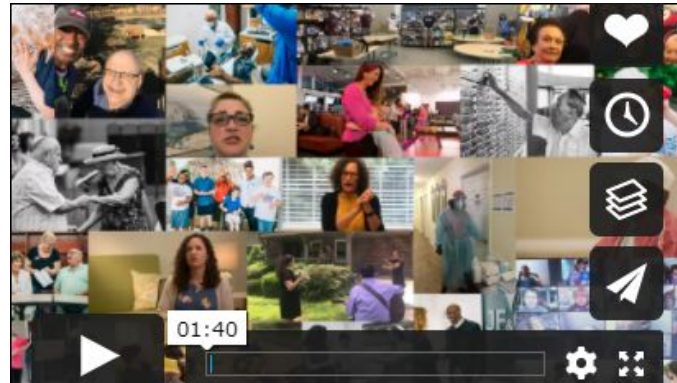
THE JF&CS **real** **NEED** CAMPAIGN

[realneedcampaign.org](https://realneedcampaign.org)

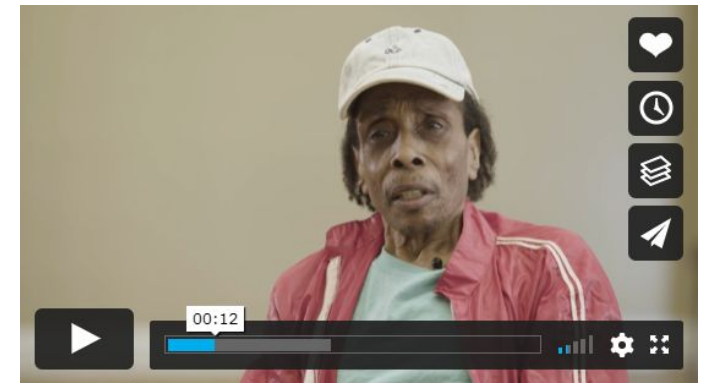
Print Ads



Sarah's Story: <https://vimeo.com/447492020>



Campaign Video: <https://vimeo.com/463438769>



Curtis' Story: <https://vimeo.com/495320639>

**“A brilliant marketer and incredible creative talent.  
Created numerous campaigns which tugged at the  
heartstrings and delivered the desired emotional wallop.  
Able to work her magic even in an environment of  
constrained budgets and competing priorities.”**

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Jeff Alperin, Board Chair of JF&CS





## Never is Now Campaign

**In 1945, it was Never Again.**

Never again genocide. Never again bigotry.  
Never again racial profiling.

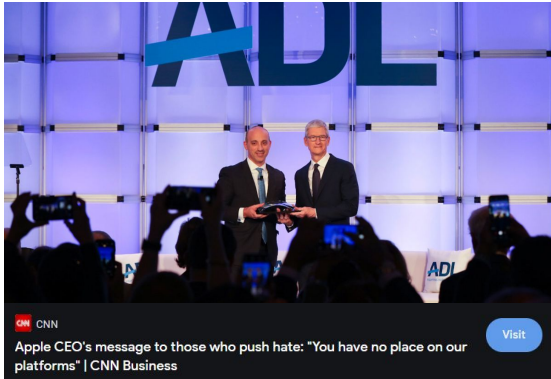
To ensure the world never forgets, and to address the current climate of rising Anti-Semitism, the Anti Defamation League hosted an urgent summit in 2017 at the Grand Hyatt, NYC: "NEVER IS NOW."

Four years later, it's become an annual, global event.

I am humbled to be credited for the line and the concept.

CLIENT: ANTI-DEFAMATION LEAGUE







**ADL** | NEVER IS NOW

AboutAgendaSpeakersHigh School StudentsCLE SponsorsLoginWATCH NOW


## 2021 SPEAKERS




**Kamala Harris**  
Vice President of the United States of America




**Sue Bird**  
4x WNBA Champion, 5x Olympic Gold Medalist, Activist




**Tracee Ellis Ross**  
Actress, Producer, CEO




**Baratunde Thurston**  
Writer, Activist, Comedian




**Juju Chang**  
Co-Anchor, ABC News' "Nightline"



**Yair Lapid**  
Israel's Alternate Prime Minister and Minister of Foreign Affairs



**Rabbi David Wolpe**  
Senior Rabbi of Sinai Temple



**Jean-Paul Agon**  
Chairman of L'Oréal

SEE ALL SPEAKERS

**“As a consultant Creative Director, Ms. Solomon passionately led an internal team, driving and inspiring them to develop a strategic, persuasive campaign. Her brainchild, ‘Never Is Now,’ will be used cross-functionally for many years.”**

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Jonathan Greenblatt, CEO of the Anti-Defamation League

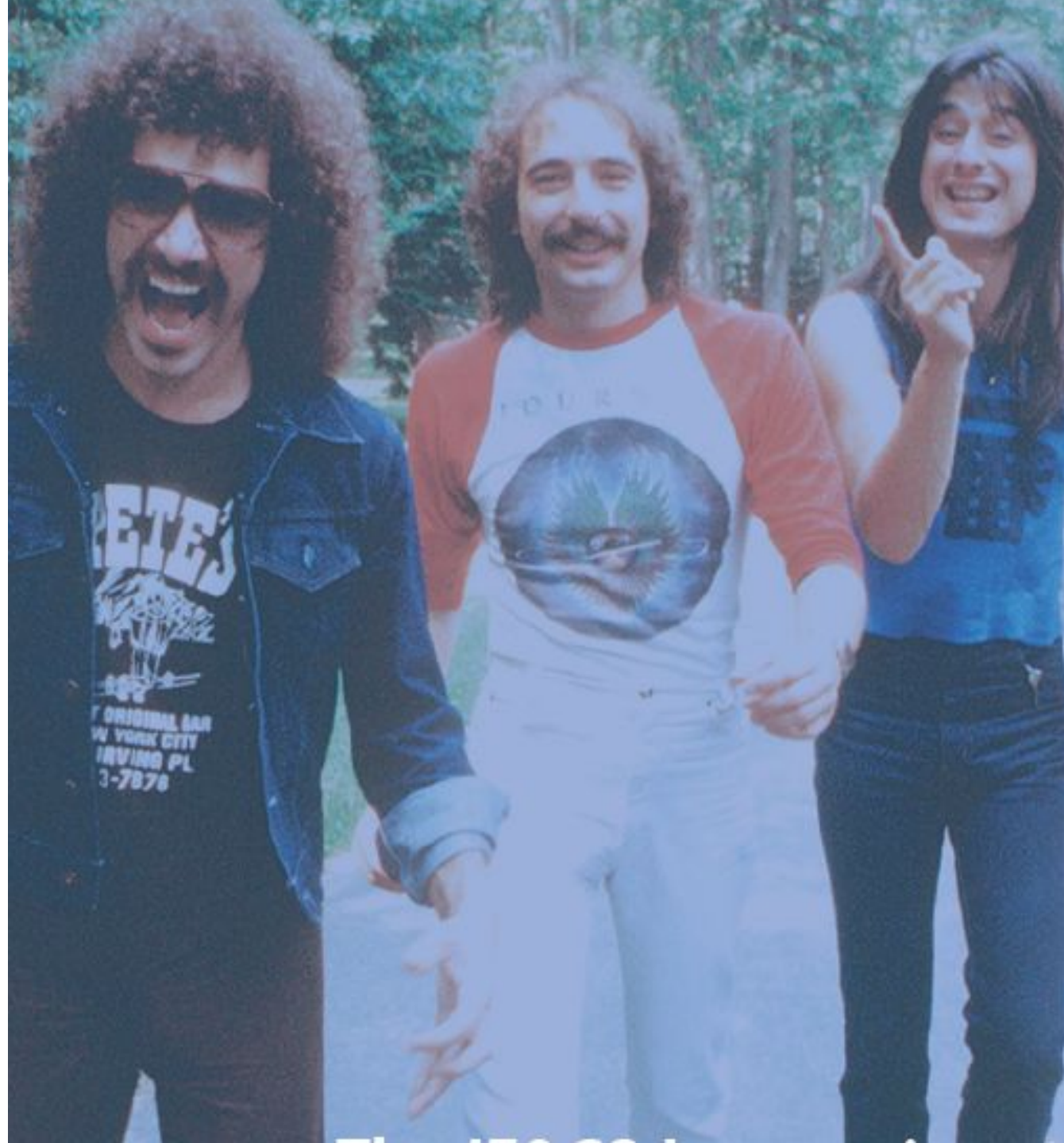


## The Journey

The journey clients take when they come to JF&CS is one from fear and struggle to hope and opportunity.

Which means it is not an 80's rock band.

Though it is something we don't ever stop believing in.





**The JF&CS Journey is not a horse and buggy ride.**  
It's how we help our clients go from hope to opportunity – to more self-sufficiency and a better quality of life. We've been trotting around for more than 125 years, and we've harnessed the most exceptional, seasoned professionals to support the Atlanta Jewish and non-Jewish community. So if you've fallen off the wagon, and need help back in the saddle, we're here to help.

**JF&CS. (So Much / Much) More than you think.**  
770.677.93XX | [jfcsatl.org](http://jfcsatl.org)



**The JF&CS Journey is not a rock band.**  
It's how we help our clients go from hope to opportunity – to more self-sufficiency and a better quality of life. We will never stop believing in our mission – but we will not be alright without you. Your gift can help much more than you think. Any way you want it, we welcome your gifts with open arms.

**JF&CS. With you (with your help), we can do (so) much more.**  
Please give to the 2019 JF&CS Annual Campaign.

Print Ads



## The Journeys of JF&CS clients and staff



IndependenceWORKS:  
<https://vimeo.com/309939580>



Robin's Story: <https://vimeo.com/309943358>



Phillip's Story: <https://vimeo.com/326795474>



## The Great Futures Campaign

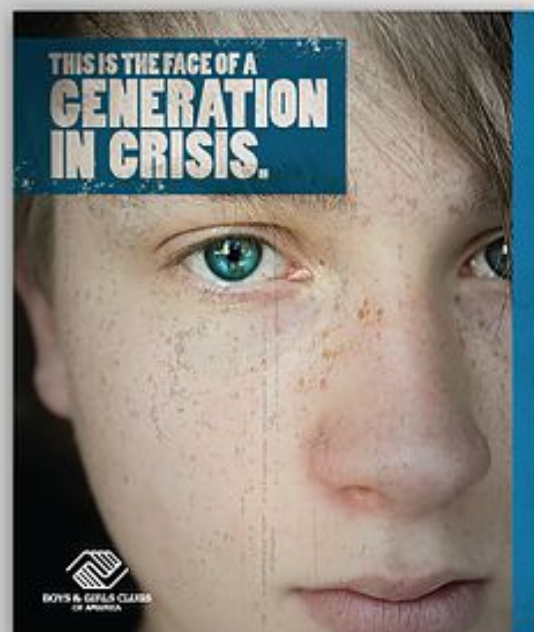
Chosen to launch their largest comprehensive campaign to date, Loren's team worked with the BGCA C-suite to concept and develop "Great Futures - The Campaign for America's Kids."

This \$450 million campaign is still in progress, with funds going directly to help cut the high school dropout rate in half, ensure healthy lifestyles for its members, and help America's kids achieve leadership skills for a lifetime of success and service.

CLIENT: BOYS & GIRLS CLUBS OF AMERICA







**“Loved working with Loren and getting a front row view to watching her super creative and skilled mind in action - putting together brilliant campaigns and elevating brands, complete with cost-effective and pragmatic approaches. Her next opportunity will be so lucky to have her and benefit from her results-driven work. 100%!**

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Lisa Freedman, Board Marketing Chair of JF&CS





## Mental Health Services

Nothing sells amazing therapists than ...  
well, the amazing therapists themselves.

And nothing sells a therapy practice like the  
therapists in that practice.

Heavy on social and video - and heavy on straight  
talk and real help - this campaign increased  
awareness of both the issues and the practice.

And increased new clients by more than 60%.

**CLIENT: JEWISH FAMILY & CAREER SERVICES**







Short Video

Nicky Albert, LCSW: How Group Therapy Helps With Grief  
[Click Here to Watch](#)



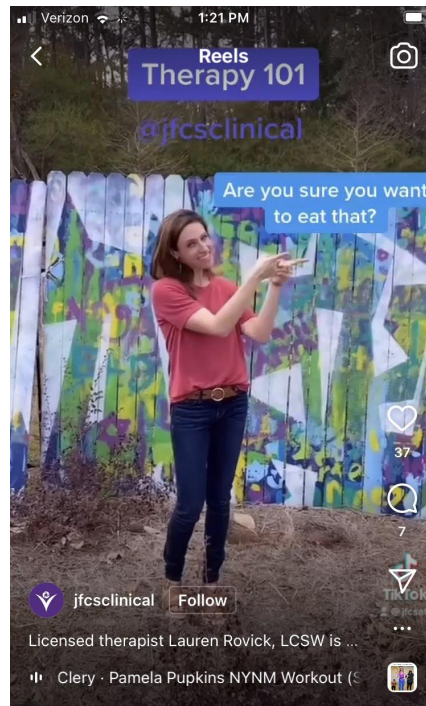
Short Video

Ina Enoch, PhD: Easier Mornings With Kids  
[Click Here to Watch](#)

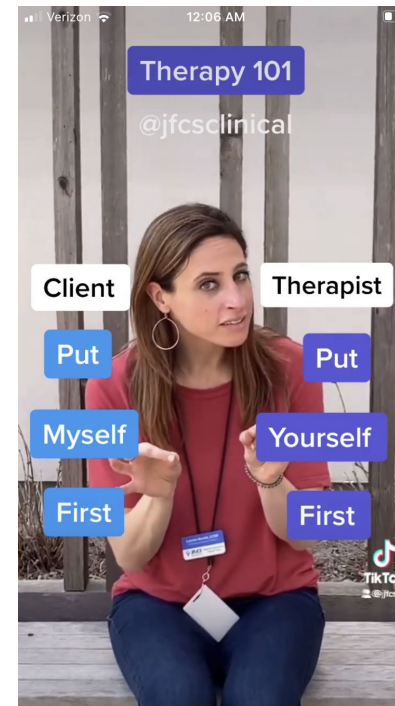


TikToks & Instagram Reels

Tzipporah Gerson-Miller, LCSW: Moment of Meditation  
[Click Here to Watch](#)



Lauren Rovick, LCSW: Toxic People? Walk the Other Way.  
[Click Here to Watch](#)



Lauren Rovick, LCSW: Put Yourself First  
[Click Here to Watch](#)



Ula Zusman, NCC: Square Breathing Technique  
[Click Here to Watch](#)



## Mental Health Services

Education and information can - and should be - easy to understand and act on.

When it comes to mental health, it's even better if it's upbeat and positive.

This campaign used fun typefaces, illustrations, and designs to attract and connect to a young adult audience.

They loved it.

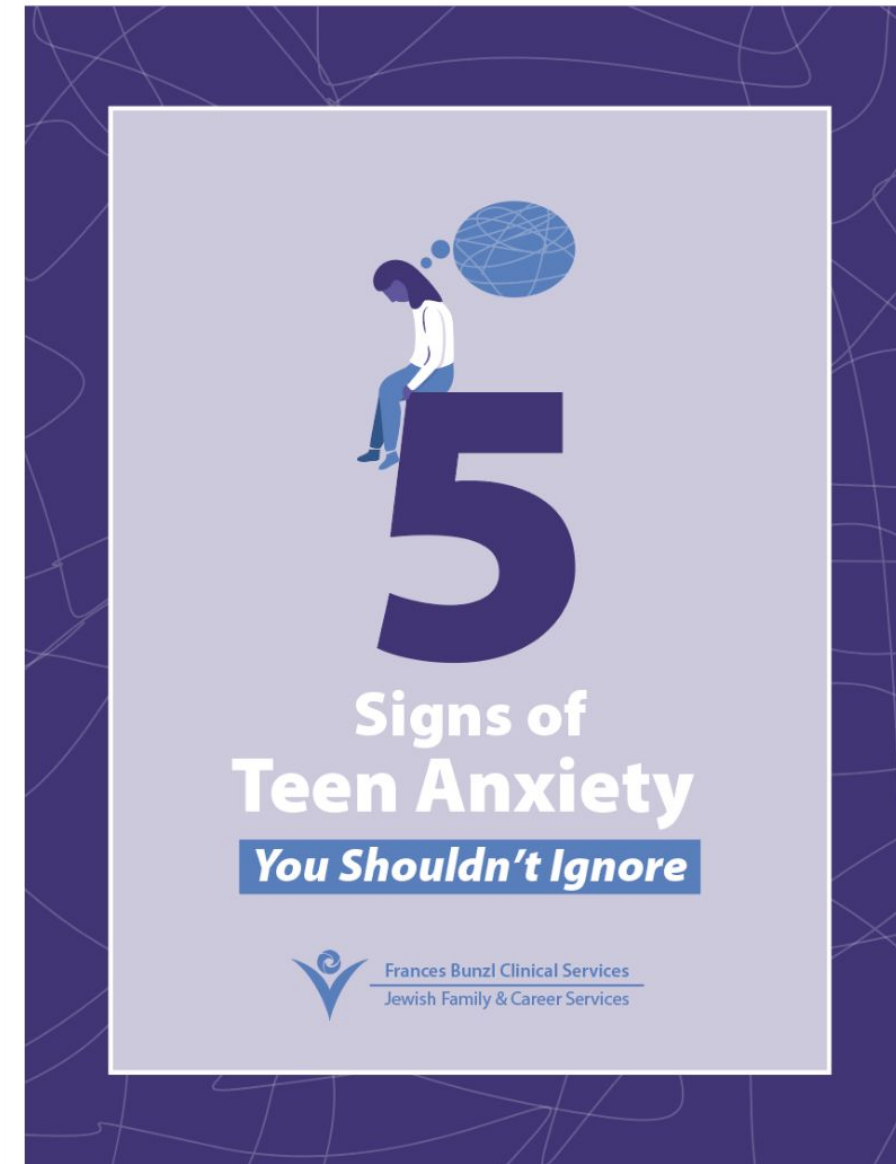
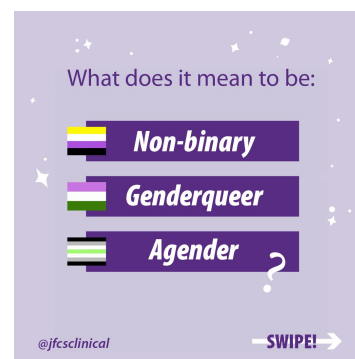
And more importantly, learned from it.

"YOU ARE IMPERFECT,  
YOU ARE WIRED FOR  
STRUGGLE, BUT YOU ARE  
WORTHY OF LOVE AND  
BELONGING."

- Brené Brown, *Professor, Lecturer, Author*



Instagram & Facebook Posts



Ebook: [Click Here to Read](#)

**“Loren’s impact on our mental health division was profound. Her passion for our work was obvious, and the authentic, compelling marketing she and her team created was the most successful in my tenure here. Loren listens - and does whatever it takes to understand. I believe this is one of her unique selling points. Along with her creativity and writing chops.”**

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Dan Arnold, Director of Clinical Services at JF&CS





## Transformations

HAMSA - Helping Atlantans Manage Substance Abuse - is a decades-old program with extraordinary results.

Thing is, only a small group of people knew it was there.

This wildly successful HAMSA HELPS campaign increased calls and inquiries by 65% by featuring real people in recovery sharing their stories.

Very proud of these videos - and these colleagues who allowed us to get a glimpse of their painful past - and their successful futures.

This campaign significantly out-performed the foundation's expectations. HAMSA was awarded increased funding and another three-years to continue this important work.

**CLIENT: JEWISH FAMILY & CAREER SERVICES**



**Daniel**



Jacob's Story: <https://vimeo.com/360329820>



Addiction is Real: <https://vimeo.com/360535035>



Recovery Happens: <https://vimeo.com/360534915>

**“Transformational thinking and compelling execution.  
I was blown away by her work.”**

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Daniel Krasner, EVP of Business Development,  
Summit Behavioral Health





## Agency Rebrand 1

Jewish Family & Career Services (JF&CS) has been serving people in need since 1861.

And that's about how long it had been since they updated their brand.

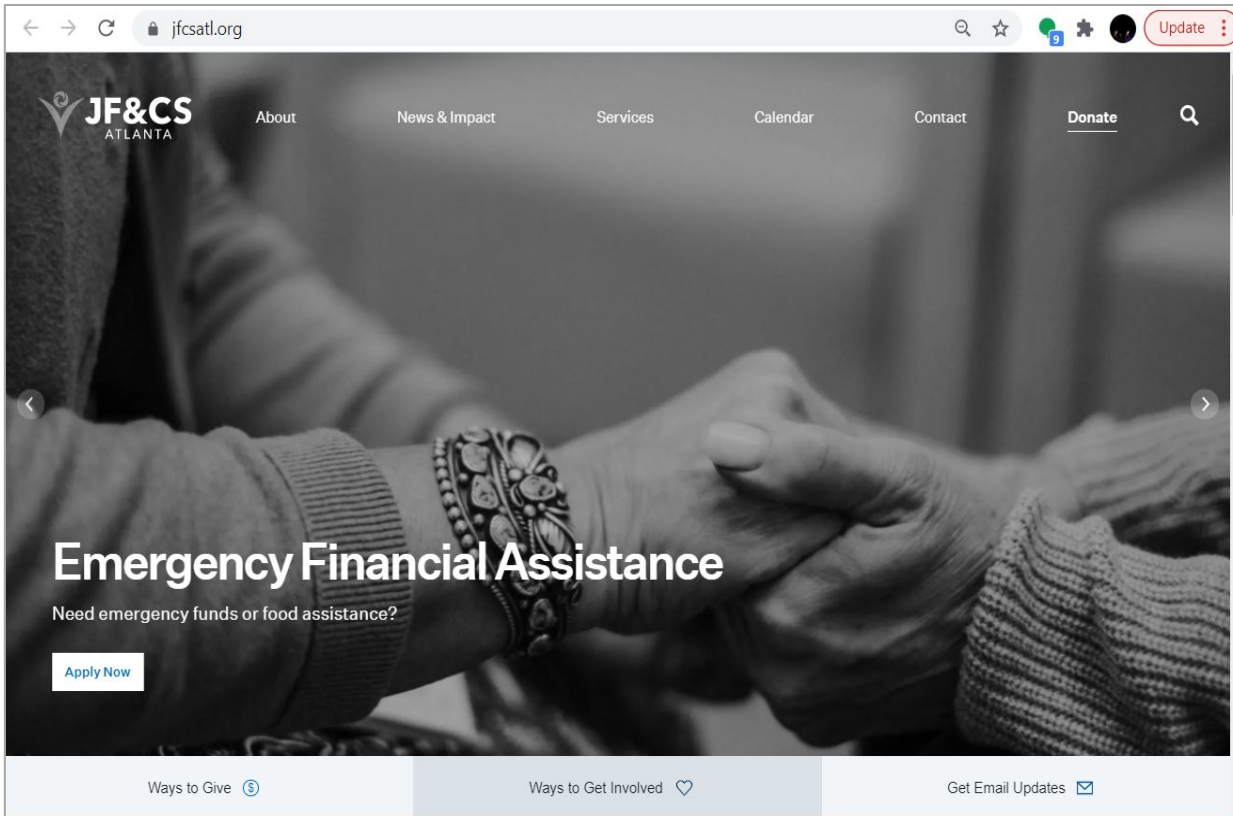
As their new Chief Marketing Officer, I led the research, strategy, and ideation for a new brand look and feel.

Execution included print, digital, email, website, social, templates, brand guides, even large format photography hung throughout the campus.

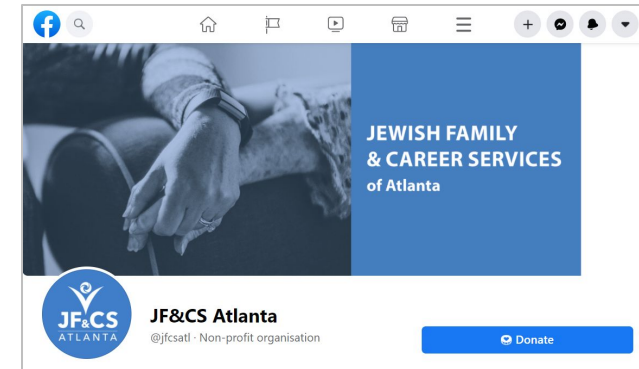
Now the brand accurately represented the expert, sophisticated, and compassionate services we did through 29 social service programs.

**CLIENT: JEWISH FAMILY & CAREER SERVICES**





Visit Website at [jfcsatl.org](http://jfcsatl.org)



Social Media Pages (FB, IG, TW, LI, YT)



Print materials for 29 programs



## Agency Rebrand 2

With 29 different programs, and a very busy and staff of professionals, they needed a way to differentiate between services - and templates they could use themselves.

As their Chief Marketing Officer, I led the strategy and execution of a new user-friendly communications plan.

One that both highlighted the real people who were getting help - and allowed the 200 person staff to get whatever materials they needed whenever they needed them. .

Marketing department efficiency changed overnight, as did each of marketing functions within each program.

Everybody wins.

**CLIENT: JEWISH FAMILY & CAREER SERVICES**







Logos - Horizontal  
& Tab Variations



Brand identity for 6 Service Areas



Brand Guide



Brand identity for 29 Programs



Flyer Templates

**“Loren is an extremely talented and creative marketing professional. Her forte is taking big ideas and translating them into successful campaigns that are unique, strategic and engaging. She is able to go very quickly from a broad explanation of what the project needs to accomplish, create a vision for that campaign, and ensure it has a distinctiveness and "edge" that will capture the audience's attention. She's a great writer and very effective at driving complex projects to completion. Loren is passionate, enthusiastic, and a lifelong learner. ”**

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Faye Dresner, Chief Impact Officer of JF&CS



## Rebrand

This amazing organization delivers medicines to some of the most remote areas in the world, helping some of the most vulnerable people in the world.

It was important to be Christian in some parts of the world. Not so much in others.

We did a complete rebranding project for MAP International, including a new logo that could be used in religious contexts but also more broadly for first aid.

We also produced a number of different campaigns.

**CLIENT: MAP INTERNATIONAL**









# on a mission

INDONESIA 2011

## on a mission

INDONESIA 2011

### TAKE THE TRIP

Be one of the three selected students to take a Mission Trip to Indonesia with MAP International, May 23 - June 2nd, 2011. Experience this hands-on medical mission and work with a local Indonesian village to create a sustainable, poverty-reducing program.

All trip costs\* covered by MAP International - for details, go to: [map.org/on-a-mission](http://map.org/on-a-mission)

### HOW TO ENTER

Create a two-minute YouTube video depicting your vision of a truly unique and sustainable solution for a small, remote Indonesian village where families live in primitive houses with no electricity or running water, no access to markets for fish and fruit, and on less than \$1 per day.

Upload your video at [map.org/onamission](http://map.org/onamission). Get your friends to "like" it on Facebook.

The Top 10 most "liked" videos will be placed before a panel of experts on sustainability and poverty who will judge your idea and video on innovation, creativity, and feasibility. Three winners will be selected.

**Deadline: Jan. 14, 2011**  
**Winners Announced: Feb. 11, 2011**

### ABOUT MAP INTERNATIONAL

MAP International is a global Christian health organization that partners with people living in conditions of poverty to save lives and develop healthier families & communities. Recognized for our 99% efficiency rating, we respond to the needs of those we serve by providing medicines, preventing disease, and promoting health to create real hope and lasting change.



## on a mission

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\*The official village for map.org/indonesia

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**Deadline: Jan. 14, 2011**  
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INDONESIA: 2011  
SUBMIT YOUR VIDEO TODAY

Find Promotions | Your Promotions

Search Promotions

Start your own promotion now!

## on a mission

INDONESIA 2011

[Details](#) [Enter Contest](#) [Vote Now](#) [View Entries](#) [Invite Friends](#) [About](#) [Official Rules](#) [Privacy](#)

### JOIN OUR MISSION INDONESIA: 2011

[Enter Contest](#)[View Entries](#)[Invite Friends](#)

### Prize Details

Be one of three selected students to take a Mission Trip to Indonesia with MAP International, May 23rd - June 2nd, 2011. Experience this hands-on medical mission and work with a local Indonesian village to create a sustainable, poverty-reducing program. All trip costs covered by MAP International - see official rules for details.

### Contest Instructions

Create a 3-minute video depicting your vision of a truly unique and sustainable solution for a small, remote Indonesian village where families live in primitive houses with no electricity or running water, no access to markets for fish and fruit, and on less than \$1 per day.

Upload your video by clicking "enter contest" and follow the prompts. Then, get your friends to "like" it on Facebook. The Top 10 most "liked" videos will be placed before a panel of experts on sustainability and poverty who will judge your idea and video on innovation, creativity, and feasibility. Three winners will be selected.

## Making It Right

This integrated marketing campaign did the whole ambulance-chasing thing differently.

We wanted to focus on all the good they did for people in Georgia - that they were really there to help and make things right.

Because after all, it was run by our Governor - a highly respected man and attorney.

This campaign made this law group an icon in the legal community.

We did it over ten years ago, and they're still using it - and expanding on it - today.

CLIENT: BARNES LAW GROUP





**MAKING IT RIGHT**  
IS WHY YOU BECAME A LAWYER

When people ask us why we became lawyers, they often say, "I want to make a difference." But we know the truth. We became lawyers because we want to make a difference. We want to make a difference in the lives of the people who have been injured. We want to make a difference in the lives of the people who have been injured. We want to make a difference in the lives of the people who have been injured.

*Barnes*  
LAW GROUP  
MAKING IT RIGHT

1111 AVENUE, SUITE 1000, ATLANTA, GEORGIA 30309 | 404.525.1111 | WWW.BARNESLAWGROUP.COM

**MAKING IT RIGHT**  
ISN'T ABOUT POLITICS

When people ask us why we became lawyers, they often say, "I want to make a difference." But we know the truth. We became lawyers because we want to make a difference. We want to make a difference in the lives of the people who have been injured. We want to make a difference in the lives of the people who have been injured. We want to make a difference in the lives of the people who have been injured.

*Barnes*  
LAW GROUP  
MAKING IT RIGHT

1111 AVENUE, SUITE 1000, ATLANTA, GEORGIA 30309 | 404.525.1111 | WWW.BARNESLAWGROUP.COM

**MAKING IT SAFE**

**MAKING IT RIGHT**

**MAKING IT WORK**

**FOR DAVID**

**MAKING IT PAINLESS**

**AND DAVID'S FAMILY**

*Barnes*  
LAW GROUP  
MAKING IT RIGHT  
SEE HOW WE DO IT.  
CLICK HERE

*Barnes*  
LAW GROUP  
MAKING IT RIGHT  
CLICK HERE  
MEDICAL MALPRACTICE



**MAKING IT RIGHT**  
IS OUR PASSION

When people ask us why we became lawyers, they often say, "I want to make a difference." But we know the truth. We became lawyers because we want to make a difference. We want to make a difference in the lives of the people who have been injured. We want to make a difference in the lives of the people who have been injured. We want to make a difference in the lives of the people who have been injured.

*Barnes*  
LAW GROUP  
MAKING IT RIGHT

1111 AVENUE, SUITE 1000, ATLANTA, GEORGIA 30309 | 404.525.1111 | WWW.BARNESLAWGROUP.COM

**MAKING IT RIGHT**  
IS A TEAM SPORT

When people ask us why we became lawyers, they often say, "I want to make a difference." But we know the truth. We became lawyers because we want to make a difference. We want to make a difference in the lives of the people who have been injured. We want to make a difference in the lives of the people who have been injured. We want to make a difference in the lives of the people who have been injured.

*Barnes*  
LAW GROUP  
MAKING IT RIGHT

1111 AVENUE, SUITE 1000, ATLANTA, GEORGIA 30309 | 404.525.1111 | WWW.BARNESLAWGROUP.COM

**MAKING IT RIGHT**  
MADE A DIFFERENCE FOR DAVID.

When people ask us why we became lawyers, they often say, "I want to make a difference." But we know the truth. We became lawyers because we want to make a difference. We want to make a difference in the lives of the people who have been injured. We want to make a difference in the lives of the people who have been injured. We want to make a difference in the lives of the people who have been injured.

*Barnes*  
LAW GROUP

**MAKING IT SAFE**  
FOR ALL GEORGIA DRIVERS.

When people ask us why we became lawyers, they often say, "I want to make a difference." But we know the truth. We became lawyers because we want to make a difference. We want to make a difference in the lives of the people who have been injured. We want to make a difference in the lives of the people who have been injured. We want to make a difference in the lives of the people who have been injured.

*Barnes*  
LAW GROUP



**MAKING IT BRIGHT**  
THIS HOLIDAY SEASON

**MAKING IT RIGHT EVERY DAY OF THE YEAR**

When people ask us why we became lawyers, they often say, "I want to make a difference." But we know the truth. We became lawyers because we want to make a difference. We want to make a difference in the lives of the people who have been injured. We want to make a difference in the lives of the people who have been injured. We want to make a difference in the lives of the people who have been injured.

*Barnes*  
LAW GROUP

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*Barnes*  
LAW GROUP

## For the People Campaign

Product liability, class action, catastrophic injury, and consumer rights - different practices of one exceptional law firm.

Founded and run by Georgia's Governor, this B2B campaign broke through the typical law firm advertising clutter - and focused on their specialty practices.

As a result, they were called in to partner with more firms from all over the southeast, which was the goal.

10x more.



THERE ARE SOME CASES  
TOO BIG TO PUT OUT ALONE.



**JOY BARNES | CHARLES TARNOLLY | JOHN BEVIN | JOHN SALTER | ALLISON BARNES SALTER | SAMANTHA THOMAS**  
When you are taking on big cases and big companies, you need a partner who can  
work out the difficult issues. At Barnes Law Group, our team has extensive experience  
with class action litigation, and we're ready to help you crush the competition.

*Barnes*  
LAW GROUP

CLASS ACTION LITIGATION | WRONGFUL DEATH | PRODUCTS LIABILITY | CONSUMER PROTECTION

THE BARNES LAW GROUP, P.C. | BARNESLAWGROUP.COM | 800.875.1100

WHEN THE ODDS ARE AGAINST  
THE LITTLE GUY, CHANGE THE ODDS.



When taking down the giants, it helps to have a partner who has done it before. Barnes  
Law Group has unrelenting skill and significant resources to handle the toughest of cases.  
So when you're ready to take aim, give us a call. We'll help you change the odds.  
CONSUMER PROTECTION | CLASS ACTION LITIGATION | PRODUCTS LIABILITY | COMPLEX BUSINESS LITIGATION

*Barnes*  
LAW GROUP

**JOY BARNES | CHARLES TARNOLLY | JOHN BEVIN | JOHN SALTER | ALLISON BARNES SALTER | SAMANTHA THOMAS**

THE BARNES LAW GROUP, P.C. | BARNESLAWGROUP.COM | 800.875.1100

SOMETIMES, YOU NEED TO  
CALL IN REINFORCEMENTS.



There's no need to go it alone. When you want a seasoned partner and  
plenty of resources, give us a call. We'll be happy to stand by your side.  
COMPLEX LITIGATION | CLASS ACTION | PRODUCTS LIABILITY | WRONGFUL DEATH

*Barnes*  
LAW GROUP

**JOY BARNES | CHARLES TARNOLLY | JOHN BEVIN | JOHN SALTER | ALLISON BARNES SALTER | SAMANTHA THOMAS**

THE BARNES LAW GROUP, P.C. | BARNESLAWGROUP.COM | 800.875.1100



**“Loren has been our go-to creative for over a decade when her firm won our business. She’s smart, talented, and a joy to work with. Heck, I even called her when I was running for Governor!”**

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Governor Roy Barnes, Barnes Law Group

## Take on Hate Campaign

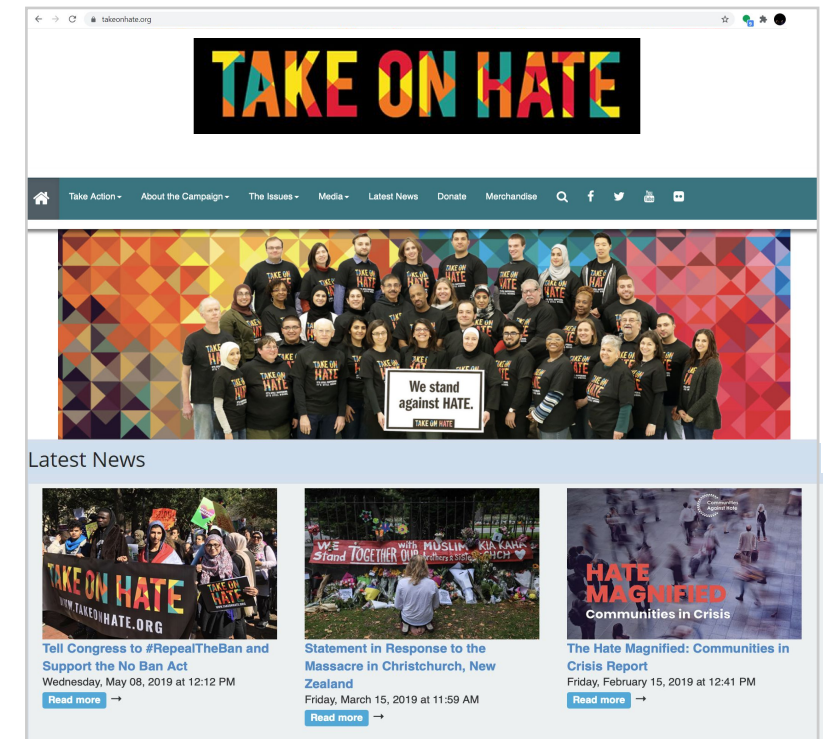
We did this campaign a good six years ago.

And it's still running. And working.

And now, it's even more relevant and more important than ever.

Love what NNAAC has done with this campaign, but even more so, the work they're doing every day to combat hatred and bigotry.





Visit <https://www.takeonhate.org>





EMORY  
UNIVERSITY

## Branding Campaign

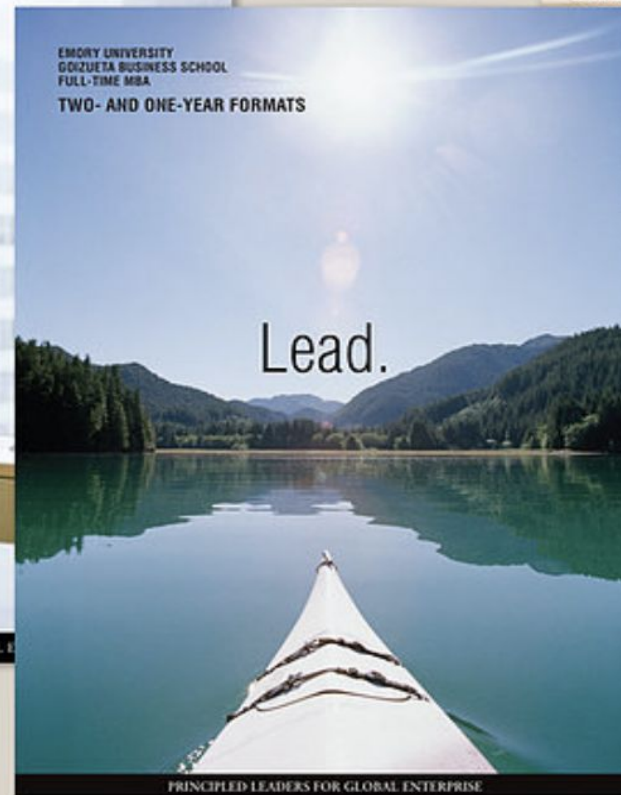
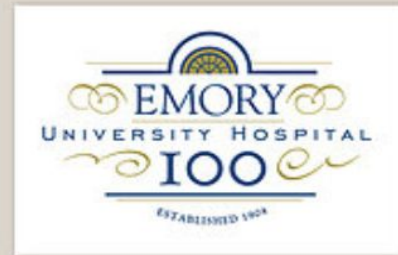
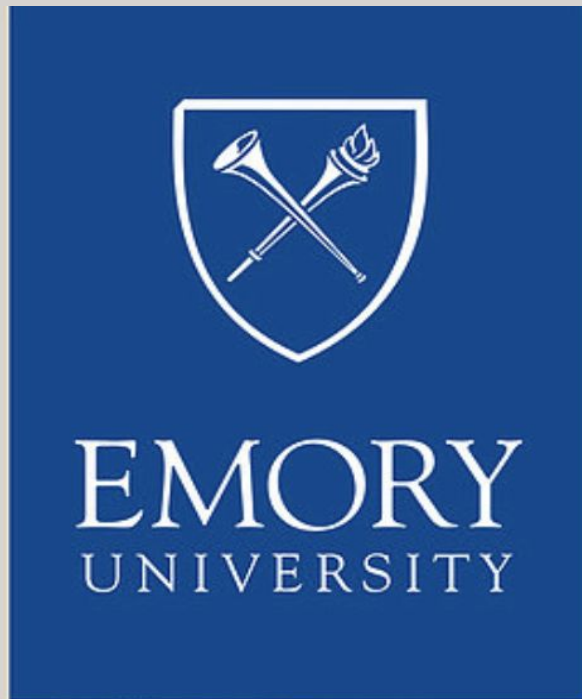
Since 1836, Emory's mission—to create, preserve, teach, and apply knowledge in the service of humanity—has guided the university in its work to drive discovery, serve the common good, and prepare leaders to make a difference in the world.

From 2002-2009, we helped communicate this message to the world.

CLIENT: EMORY UNIVERSITY









**“Loren worked with us for four years, during which time Emory Business School rose from #21 to #6 in the national rankings. Our communications received rave reviews as well as national awards. She’s amazingly creative and a very good listener - something hard to find in the business world.”**

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Dr. Kembrel Jones, Deputy Vice Dean of The Wharton School  
(formerly of Emory University)



## Philanthropy Collateral

Its mission: Universal Access to All Knowledge.  
Its founder: Brewster Kahle – an inventor and uber-successful entrepreneur with a passion for democratizing information.

It has been my honor and privilege to work with this San Francisco-based, global nonprofit – one of the world's largest digital libraries with free access to all. Some of their partners include The Smithsonian, The Library of Congress, and Wikipedia. Oh, and in a very small way, me.

CLIENT: INTERNET ARCHIVE







## The Wayback Machine

The average website is updated, moved, or deleted every 100 days. Our opinions, analyses, important records, and collective memories are always at risk of being lost forever as our technology and systems evolve.

To protect against this deterioration, the Internet Archive created the Wayback Machine—a crucial tool that has been preserving web pages from all corners of the Internet since 1996.

INTERNET ARCHIVE  
**Wayback Machine**



Internet Archive is a free, ever-growing library of all the published works of humankind.

We serve millions of people each day, providing free access to digitized information from all over the world. We work with libraries, businesses, partners, and the public to house and save all the information on earth so there is both a record and a resource for future generations.

## Open Library A Digital Library Unlike Any Other In The World.

Not everyone has access to a public or academic library – especially ones with good collections. That's where Internet Archive's Open Library comes in. We began digitizing books in 2005 – and today we are home to 4.6 million books, including millions of downloadable public domain works and millions of modern texts available through Controlled Digital Lending.

OPEN LIBRARY

We scan 3,500 books a day in 18 locations around the world, both preserving their content and making them available to the general public. The Open Library program allows libraries to expand their digital holdings – preserving their content and making them available to all – including people with print disabilities.

Here are some recent examples of Open Library in action:

- At the start of the COVID-19 pandemic, the National Library of Arabia utilized our resources to provide study resources for thousands of students preparing for high-school graduation exams while their island was shut down.
- We created a number of new resource guides for a wide range of subjects for educators and students learning at home.
- We expanded access to resources for readers with print disabilities.



## Ways To Give

Our world today is a digital one—and every day we are losing valuable information and artifacts as they are moved, deleted, neglected, and corrupted.

It is up to us to preserve humanity's knowledge. This is why the Internet Archive has worked for the past 25 years to preserve and archive valuable cultural products both online and off.

As a nonprofit, we are funded by contributions from individuals like you. We rely on gifts from our donors to allow us to continue collecting, preserving, and sharing our digital cultural artifacts.

Your financial support is crucial for preserving human history and knowledge. Here's how you can contribute:

- Online or by mail
- One-time or Multi-year gift
- Stock
- Planned gift (Estate gift)
- Cryptocurrency
- Workplace Giving/Matching

For more information on our 2021 accomplishments or our 2022 initiatives, please contact Joy Chesbrough, Director of Philanthropy, at [joy@archive.org](mailto:joy@archive.org).

To learn more about our work, please contact Joy Chesbrough, Director of Philanthropy, at [joy@archive.org](mailto:joy@archive.org).

To make a tax-deductible donation, please visit [archive.org/donate](https://archive.org/donate). You will receive an email confirmation that can be used for your tax records.

The Internet Archive is a California non-profit charity that is tax-exempt under section 501c3 of the Internal Revenue Code. Federal Tax ID Number 94-3242767.



“I’ve known and worked with Loren for years, and it was a pleasure, as always, to get access to her super brainpower and creativity for our fundraising materials. Thrilled she’s set up shop in SF!”

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Joy Chesbrough, Chief Philanthropy Officer, Internet Archive



## Website Content

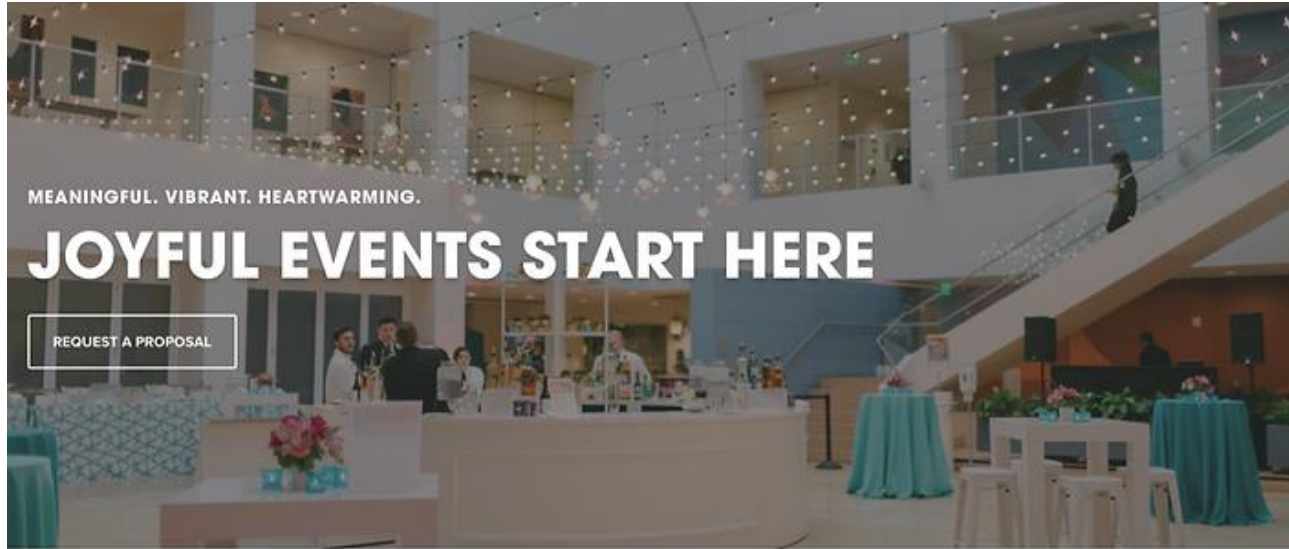
The Jewish Community Center of San Francisco is a venerable, vibrant campus that's been around over a century. A central hub for Jewish life in SF, they offer all kinds of cultural and learning opportunities for people of all ages and religions.

Events here are more than gatherings, they're opportunities to connect - to learn, grow, celebrate, and be inspired. They're experiences to remember. I was thrilled to collaborate with their marketing and events teams - and to develop the content for this section of their website.

CLIENT: JCCSF







EVENTS AT THE JCCSF ARE MORE THAN GATHERINGS, THEY'RE A PLACE TO CONNECT - TO LEARN, GROW, CELEBRATE AND BE INSPIRED. THEY'RE EXPERIENCES TO REMEMBER.



CELEBRATIONS



MEETINGS



INTIMATE EVENTS



Mazel tov! It's time to celebrate! Big or small, sophisticated or informal, we've got the perfect place for you to celebrate your once-in-a-lifetime event. Whether you're having a wedding, bar/bat mitzvah or other milestone event, we're here for you.



“Working with Loren was a seamless experience—she brought clarity, strategy, and creative insight to our website content, perfectly capturing the essence of our private rental business. Her expertise in marketing helped us articulate our value in a compelling and approachable way.”

---

Jami Miskie, Vice President of Marketing, JCCSF



NORTHERN EMERALDS

## Social Campaign

Hailing from NoCal's Emerald Triangle (the largest cannabis producing region in the US), their goal is to produce the best flower in California. Done. Trust us.

Just ask the hundreds of dispensaries selling out of their product every week. They were looking for content. We were looking for ways to elevate their brand and provide some levity on social.

CLIENT: NORTHERN EMERALDS





northernremeraldsgardens



The answer will always be "yes."



7453 likes

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When you care enough to give the very best.



7453 likes

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Ho Ho Holy Smokes!



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It's a December to remember. Unless you forget. Shop in store for holiday deals.



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December Spotlight: Durban Poison

## Tasting Notes

Pairs well with Mozart, walks in the woods, Saturday Night Live, fish tacos, light housekeeping, day baseball games, German hefeweizen and outdoor volunteer work.



7453 likes

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