

As Greater Hartford Gives introduced its new brand, the opportunity extended beyond building awareness—it was also about helping new donors understand how they could become part of its mission.

To support the Donor Experience & Advancement team, we created a series of collateral designed to make giving opportunities clear, approachable, and easy to navigate. The collateral translated the foundation's work into accessible entry points for new donors, giving the team practical tools to introduce the many ways individuals can make an impact across Greater Hartford.

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