

Reel Lifechanging Stories

Share your story. Be the voice.

Launching March 8

Be the Inspiration That Advances Our Work

To help bring Hadassah's mission to life, we're inviting members of our community to be a voice for our incredible organization. We're asking them to record a short, meaningful video that will inspire others, illuminate our impact and show what it truly means to be part of a movement that transforms lives.



What is Lifechanging?

Our new tagline, Hadassah Lifechanging, conveys the impact of our work, reflecting the millions of lives touched through healing and innovation and the hundreds of thousands who make that work possible.

How is Hadassah Lifechanging?

As the largest Jewish women's organization in the United States, Hadassah is a powerful movement that has been changing lives for over a century — in Israel, across the US and around the world.

At Hadassah, lifechanging takes many forms.

- **Patients are healed** through our world-class hospitals in Israel
- **People worldwide have hope** because of our groundbreaking medical research
- **Children's lives and futures are improved** in our Youth Aliyah villages
- **Women's lives are changed** with opportunities to lead, connect and take meaningful action
- **Jewish communities are bolstered** by our advocacy championing a strong Israel and fighting antisemitism

NOTE: The iconic "H" Logo is not changing. "Hadassah Lifechanging" is replacing the "The Power of Women Who Do," which should NOT be used.



Announcing

Reel Lifechanging Stories

Every person whose life has been touched by Hadassah has a story. Now, we want to hear yours and those from your community.

Sharing Your Story Is Easy

1 Record a video.

Make it under two minutes and speak in full sentences. Tell us a lifechanging story. Keep in mind:

- What examples of Hadassah's lifechanging work have surprised or impressed you most?
- How have you seen Hadassah be lifechanging to others?
- How has Hadassah been lifechanging in your own life?

2 Submit your video.

Upload it to hadassah.org/lifechanging-stories by April 15.

3 Check back later.

On April 23, visit hadassah.org/lifechanging-stories, where we'll share some lifechanging stories from our community.

Who Can Participate?

Anyone with a lifechanging Hadassah story is welcome to submit a video. If Hadassah has made a difference in your life or the life of someone you know, we want to hear about it.

Video Creation Suggestions

1

Be real.

Share a heartfelt story — someone you know who found healing in our hospitals, a moment from a Hadassah trip that moved you, a medical innovation that inspired you, the way this community has shaped your life or the work you've done through Hadassah that truly made a difference. Every lifechanging Hadassah moment matters.

2

Be creative.

We're looking for authentic, meaningful stories that reflect Hadassah's transformative impact. You can speak directly to the camera or tell your story in a creative way — whatever feels most natural to you. Please keep your message to two minutes or less.

3

Film solo or together.

Capture your story in the way that feels right. Your video might feature just you, you and a friend, a small group or even your entire chapter or community. (Just be sure everyone featured has given permission to appear.)

How to Shoot Your Video

Here are a few simple tips:

Stabilization: Use a tripod, smartphone stand or stack of books to keep the phone steady.

Camera choice: Use the rear-facing camera, as it generally provides higher quality than the selfie camera.

Settings: Clean your lens. Set your phone to 4K if editing later for better quality or use airplane mode to avoid interruptions.

Audio: Record in a quiet, indoor room to avoid background noise. If possible, use an external microphone for better sound quality.

Leave unspoken space: Record a few seconds before and after speaking to make editing easier.

Orientation: Choose horizontal (landscape) only.



Background: Choose a clean, non-distracting background.

Lighting: Face a light source, such as a window, to keep your face well lit. Avoid having bright lights behind you.

Framing: Avoid being too far away (ideally within three to four feet).

Eye-level setup: Position the camera at eye level, not looking up or down, to ensure a flattering angle.

Look at the lens: Look directly at the camera lens, not at yourself on the screen.

Spread the Word

To encourage participation, we recommend you send the email below to your regions, chapters and members during the week of March 9. Feel free to modify the email as you see fit.

Subject line: Share your lifechanging story. We'll share it with others.

We want to know what “lifechanging” means to you.

Why?

Our new tagline is Hadassah Lifechanging. It conveys the impact of our work, reflecting the millions of lives touched through healing and innovation and the hundreds of thousands who make that work possible.

**Every one of them has a story.
Now, we want to hear yours.**

By recording a short, meaningful video, you'll help bring Hadassah's mission to life through your own experience. As the face and voice of Hadassah, your story will inspire others, illuminate our impact and show what it truly means to be part of a movement that transforms lives. It's a wonderful way to be an ambassador for our organization.

Participating Made Easy

- 1. Record a video.** Make it under two minutes and speak in full sentences. Tell us a lifechanging story. It could be about:
 - What examples of Hadassah's lifechanging work have surprised or impressed you most?
 - How have you seen Hadassah be lifechanging to others?
 - How has Hadassah been lifechanging in your own life?
- 2. Submit your video.** Upload it to hadassah.org/lifechanging-stories by April 15.
- 3. Check back later.** On April 23, visit hadassah.org/lifechanging-stories, where we'll share some lifechanging stories from our community.

To Learn More

For further details, creative suggestions and video submission instructions, visit hadassah.org/lifechanging-stories.

Questions? Contact marketing@hadassah.org.

Be the inspiration that advances our work.

Tell your lifechanging story. Share your pride in Hadassah!