

Campaign Design by Kika Kreative · Yeshiva Kesser Yosef · Toronto · 2026

SCRATCH THE SURFACE

Campaign Concept

Scratch card mechanic as a metaphor for revealing hidden potential in every individual.

Target Audience

Toronto Jewish community — donors, parents, community members. Goal to raise awareness about the necessity of the Yeshiva in the community.

Campaign Goal

\$300,000 raised over June 7–9 fundraising campaign

Deliverables

Hero ad · Banner · WhatsApp statuses · Infographic · Campaign logo

Campaign Logo



Color Palette



Typography

Termina

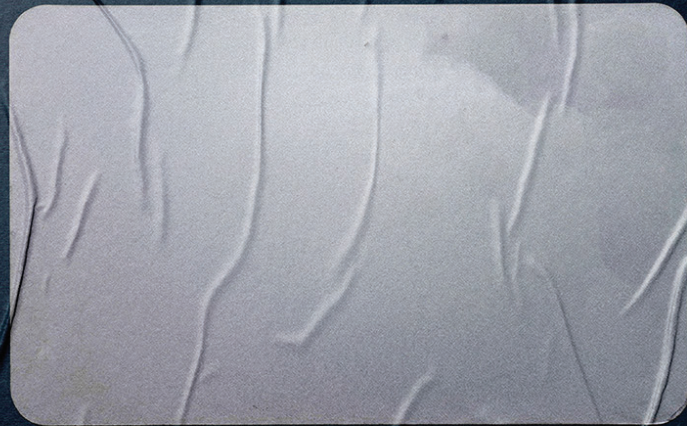
Headlines / Taglines

Montserrat

Sub text

Scratch Resistance is safer.

But you'll never get to see what's beneath.



There is more to everything external.
There is more to see in every single person.

Join us in building the individual.
In creating something that goes far beneath the surface.

June 7-9 | \$300,000

SCRATCH
the SURFACE

ישיבה
נתן יוסף

Do we dare to scratch the surface?

There IS more than meets the eye.



There is more to everything external.
There is more to see in every single person.

Join us in building the individual.
In creating something that goes far beneath the surface.

June 7-9 | \$300,000

SCRATCH
the SURFACE

ישיבה
נתן יוסף

CauseMatch

Log in

Schedule a Demo

What you don't know can't hurt

GUIDE your DECISION

כתר יוסף

SCRATCH the SURFACE

June 7-9 | \$300,000



What you don't know can't hurt

FILL you with PRIDE

כתר יוסף

SCRATCH the SURFACE

June 7-9 | \$300,000



What you don't know can't hurt

TOUCH your HEART

כתר יוסף

SCRATCH the SURFACE

June 7-9 | \$300,000





CauseMatch

What you don't know can't hurt

EMPOWER you to CONNECT

כתר יוסף

SCRATCH the SURFACE

June 7-9 | \$300,000



03 · WhatsApp Statuses





