

Giving a Hand to Our Helping Hands!

AFTD Volunteer: Jody Zorn

Written by: Kathy Urban, volunteer writer for AFTD

Having never heard of FTD before her father was diagnosed, and realizing it wasn't a well-known disease, Jody Zorn wanted to help change that in any way she could...

Jody Zorn has been a volunteer with AFTD for just about eight months, but her impact has been incredible so far! She brings vital experience and talent as an Associate Creative Director at an ad agency in New York City. In fact, she played two key roles in making the first World FTD Awareness Week a success!

Jody designed two full-page ads, which appeared in two Sunday editions of The New York Times, and formed the basis of a special www.theaftd.org/learnmore website page. Those ads are now running in monthly publications, most recently *The New Yorker*. She also created a logo for World FTD Awareness Week that was adopted by the international community.

Jody shared, "I got involved with the organization because my father passed away from the disease last December. I had never heard of FTD before he was diagnosed and knew it wasn't a well-known disease. I wanted to help change that in any way I could. I figured my time and expertise in advertising would be worth more than any money I could ever give."

Ben Freeman, AFTD's Development & Communications Director, has had the opportunity to work with this AFTD volunteer on several projects. Of her work on the awareness advertisements, he commented: "Jody had a very clear vision of what she could achieve with the designs, and then worked with us to make sure we were able to get what AFTD needed from the project. That mix of having a particular skill and knowing how to use it in collaboration made for an excellent process from start to finish, and the results clearly resonated for our community and others who didn't know about FTD prior to seeing the ads."

Those connected with FTD have most likely faced the challenges of explaining it to others. Through Jody's creative and extraordinary work, she is helping to foster awareness of the disease among a growing audience. Look for future efforts by this talented volunteer.



Jody Zorn is pictured with her father, who passed away in December 2014.



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