Activating the next generation of charity: water supporters

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Write your Value Proposition

- **Customer Persona:** [Emma]

- **Value Proposition:** [2.2 billion without clean water.One small donation. One huge impact. End the water crisis–starting today).

Write copy for your landing page

Transform your value proposition into a shorter, punchier version that works well as a **headline and subheadline**. Use an AI tool like [ChatGPT](#) or Claude to brainstorm ideas.

Headline: Water is a Human Right. Your donation helps make it a reality

Subheadline: Fund sustainable, and see the lives your gift transforms.

Brand Visuals – Color Palette & Typography

I want my color palette to come across down to earth & trustworthy. That's why I choose the blues & the brownish colors because with those colors evokes trust, earth & friendliness. With the tan & peach they bring out dependability & playfulness.

Gotham

Proxima Nova
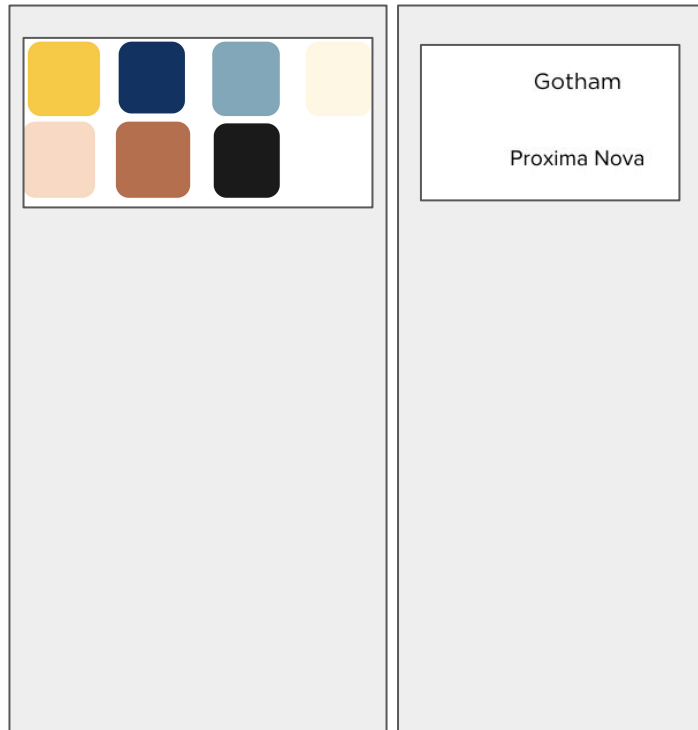
Brand Visuals – Photography

The image I choose provoked a sense of hope, strength, resilience. These feelings are the core message of charity: water. Also, I felt a need to take action which fits perfectly for my target audience.
Reference [charity: water visuals](#) and use the [brand guidelines](#) to justify your choice.

LANDING PAGE

[This landing page will appeal to my customer persona because she's all about action & wants to see inspirational stories that show change. This page shows just that.]

LinkedIn Post – Submission

This week I was able to create a landing page for... charity: water! I'm so honored that I got the opportunity to do this. What motivated me to work through this project was the mission behind charity: water & knowing I'm collaborating with a great cause.I wouldn't have been able to do this without my internship through the Global Accelerator Program.

charity: water