

### **Hero Banner Section**

**Image:** A striking, high-quality image of an artisan at work with traditional tools, capturing the spirit of Kashmir's craftsmanship.

**Overlay Text:**

*"Your Donation Protects Kashmir's Craft Heritage for Future Generations."*

**Button: Donate Now**

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### **Why Your Donation Matters**

**Text:**

Kashmir's handicrafts represent centuries-old heritage and provide livelihoods for thousands of artisans. However, this industry faces challenges from globalization, counterfeit goods, and economic instability. Your donation directly impacts our mission to preserve, empower, and sustain Kashmir's craft sector through education, policy, and advocacy. By supporting HCRF, you help secure this rich legacy for generations.

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### **Impact of Your Donation**

**Section Title:** See How Your Support Transforms Lives

**Infographic or Icons:** Display an impactful infographic or icons showing:

1. **\$25** – Funds tools for artisans.
2. **\$50** – Supports craft education programs.
3. **\$100** – Contributes to policy advocacy for artisan rights.
4. **\$250** – Enables fair-trade certifications.
5. **Custom Amount** – Support at any level makes a difference.

**Button: See Our Impact Stories**

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### **Ways to Give**

#### **Donation Options**

- **One-Time Donation:** Give once to make an immediate impact.
- **Monthly Giving:** Support ongoing projects and have a lasting influence.

- **Custom Donation:** Choose your own amount or a specific project you'd like to support.

### **Artisan Support Fund**

**Text:**

Your contribution to the Artisan Support Fund provides direct assistance to artisans in need—helping with essential resources like tools, materials, training, and fair wages. It's a way to personally uplift those who carry on the heritage of Kashmir.

**Button: Support an Artisan**

### **In-Kind Donations**

**Text:**

In-kind gifts of materials, tools, or services are invaluable to our mission. From craft supplies to logistical support, in-kind donations help reduce costs and provide artisans with the materials they need to thrive.

**Button: Learn More About In-Kind Giving**

### **Legacy & Planned Giving**

**Text:**

Create a lasting legacy by including HCRF in your will or estate plans. Legacy gifts allow you to make a powerful, long-term impact on Kashmir's cultural heritage, ensuring the continued preservation and support of artisans for future generations.

**Button: Explore Legacy Giving Options**

### **Event Sponsorships**

**Text:**

Partner with HCRF as an Event Sponsor to gain unique exposure for your brand while making a significant difference. By sponsoring our events, you help us raise awareness and funds that directly support Kashmir's craft industry.

**Button: Become an Event Sponsor**

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### **How We Use Your Donations**

**Content Blocks with Icons:**

1. **Policy Research & Advocacy**  
*Ensuring artisans' rights and promoting fair practices.*
2. **Craft Education Programs**  
*Teaching the next generation of artisans sustainable practices.*
3. **Sustainable Development Initiatives**  
*Empowering communities with eco-friendly solutions.*

#### 4. **Direct Artisan Support**

*Providing essential resources to artisans to sustain their craft.*

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#### **Secure Giving**

**Text:**

All donations to HCRF are processed securely. We respect your privacy, and you'll receive a receipt for tax-deduction purposes.

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#### **Sponsor an Artisan**

**Text:**

Want to make a personal connection with the art of Kashmir? Consider sponsoring an artisan. This unique opportunity allows you to directly support a craftsman and receive updates on their progress and creations.

**Button: Learn More About Sponsorship**

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#### **Recognition of Our Donors**

**Section Title:** Join Our Circle of Champions

Celebrate the difference you're making. As a donor, you'll join our **Circle of Champions** and receive exclusive updates, invitations to HCRF events, and our digital quarterly newsletter.

**Button: Meet Our Champions**

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#### **Matching Gifts**

**Text:**

Double your impact with employer matching! Many companies match donations to charitable organizations. Check if your employer offers this benefit.

**Button: See if Your Employer Matches**

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#### **Contact Us**

For any questions or assistance with your donation, please reach out:

- **Email:** [contact@hcrf.org](mailto:contact@hcrf.org)
- **Phone:** +1 123-456-7890
- **Address:** HCRF, [Office Address]

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## Footer Call-to-Action

### Text:

*"Join us in preserving and empowering the artisans of Kashmir. Every donation keeps this heritage alive."*

**Button: Donate Now**

## HCRF Donation Form

### Section 1: Donation Amount

- **Select Donation Amount:**
  - ☐ \$25 – Provides tools for artisans.
  - ☐ \$50 – Supports craft education programs.
  - ☐ \$100 – Contributes to policy advocacy for artisan rights.
  - ☐ \$250 – Enables fair-trade certifications.
  - ☐ Custom Amount: \$ \_\_\_\_\_ (minimum \$5)

### Section 2: Donation Type

- **Choose a Donation Type:**
  - ☐ One-Time Donation
  - ☐ Monthly Donation (Enroll in our Monthly Giving Circle)
  - ☐ Artisan Support Fund
  - ☐ Legacy & Planned Giving
  - ☐ Event Sponsorship

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### Section 3: Donor Information

- **First Name:** \_\_\_\_\_
- **Last Name:** \_\_\_\_\_
- **Email Address:** \_\_\_\_\_
- **Phone Number:** \_\_\_\_\_
- **Address:**
  - **Street Address:** \_\_\_\_\_
  - **City:** \_\_\_\_\_
  - **State/Province:** \_\_\_\_\_

- Zip/Postal Code: \_\_\_\_\_
    - Country: \_\_\_\_\_
  - **Would you like to remain anonymous?**
    - ☐ Yes
    - ☐ No
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## Section 4: Tools and Materials Support (Optional)

### Text:

Your donation can also go directly toward providing essential tools and materials for Kashmir's artisans. Select the items you would like to support below:

- **Tools:**
    - ☐ Spinning Wheel (Charkha)
    - ☐ Handloom
    - ☐ Needles and Hooks (Embroidery)
    - ☐ Carving Tools (Chisels, Gouges, Mallets)
    - ☐ Knives and Scissors
    - ☐ Paint Brushes
    - ☐ Dyes and Dyeing Tools
    - ☐ Block Printing Blocks
    - ☐ Measuring Tools
    - ☐ Comb (Reed) for Weaving
    - ☐ Frames for Embroidery
    - ☐ Burnishing Tools
  - **Materials:**
    - ☐ Pashmina Wool
    - ☐ Silk and Cotton Threads
    - ☐ Wool and Wool Yarn
    - ☐ Natural Pigments and Colors
    - ☐ Walnut Wood
    - ☐ Paper and Pulp
    - ☐ Lacquer and Varnish
    - ☐ Canvas or Cotton Fabric
    - ☐ Gold and Silver Threads (Zari)
    - ☐ Natural Resins and Glues
    - ☐ Beads and Sequins
    - ☐ Stone and Marble Dust
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## Section 5: In Honor / Memory of (Optional)

- ☐ I would like to dedicate this donation
  - In Honor Of: \_\_\_\_\_
  - In Memory Of: \_\_\_\_\_

Recipient's Email (optional, for acknowledgment): \_\_\_\_\_

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## Section 6: Payment Information

- Cardholder's Name: \_\_\_\_\_
- Credit/Debit Card Number: \_\_\_\_\_
- Expiration Date: \_\_ / \_\_
- CVV: \_\_\_\_\_

### Other Payment Options:

- ☐ PayPal
  - ☐ Bank Transfer (We will provide bank details upon submission)
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## Section 7: Matching Gift

- ☐ My employer offers matching gifts.
    - Employer's Name: \_\_\_\_\_
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## Section 8: Additional Options

- Join Our Circle of Champions:
    - ☐ I'd like to receive updates and exclusive invitations to HCRF events.
  - Newsletter Subscription: ☐ Sign me up for the HCRF Quarterly Newsletter to stay informed about impact stories and events.
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## Section 9: Submit Your Donation

- Donation Confirmation:
  - By submitting this form, I agree to the terms of HCRF's Privacy Policy and understand my donation is tax-deductible.

**Button: Submit Donation**

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## Confirmation Page (After Submission)

**Text:**

Thank you for supporting the artisans of Kashmir! You will receive an email confirmation shortly. If you selected a monthly donation, we welcome you to the HCRF Monthly Giving Circle.

## Page Layout Structure

### 1. Hero Banner Section (Inspired by First Image)

- **Full-width Image Background:** Use a high-quality image of a Kashmiri artisan at work as the background.
- **Overlay Text:**
  - Title in a prominent font, e.g., *"Support Kashmir's Craft Heritage."*
  - Subtitle: *"Your Donation Protects Kashmir's Craft Heritage for Future Generations."*
- **CTA Button:** Position a "Donate Now" button on the lower third of the image for easy access.

### 2. Main Sections with Icon Cards (Inspired by "Raise Funds," "Become a Volunteer," and "Give a One-Time Gift" Cards)

- **Why Your Donation Matters:**
  - **Icon Card Format:** Use 3–4 icon cards to showcase reasons to donate.
  - Each card can highlight key areas like "Preserve Heritage," "Empower Artisans," "Fight Counterfeits," and "Promote Fair Wages."

### 3. Donation Impact Section (Inspired by Progress Bars and Infographics)

- **Thermometer Progress Bar:**
  - Show cumulative impact or goals (e.g., "\$200K goal for Artisan Support Fund").
- **Breakdown of Donation Levels:**
  - Use icons for different levels like \$25, \$50, \$100, etc., each with an impact statement (e.g., "\$50 supports artisan education").
- **Button:** *See Our Impact Stories*

#### 4. Ways to Give (Using Card Style for Donation Options)

- **Grid Layout:** Each donation option (One-Time, Monthly, Artisan Support Fund, In-Kind Donations) can be presented as individual cards with an icon, short description, and button (e.g., “Support an Artisan”).
- Use a consistent icon style and a unified color scheme to match the theme.

#### 5. How We Use Your Donations (Inspired by “Our Priorities” Section)

- **Four Columns with Icons:** Represent each use of funds (Policy Research, Craft Education, Sustainable Development, Direct Support).
- **Title and Subtitle:** *“How Your Donations Help”* with a short description of each category under the icons.

#### 6. Secure Giving (In Line with 'Our Recent Causes')

- **Single Full-Width Section:** Place a simple reassurance statement with a lock icon to indicate secure processing.
- **Text:** *“All donations to HCRF are processed securely. You’ll receive a receipt for tax-deduction purposes.”*

#### 7. Sponsor an Artisan (Inspired by Stories Section)

- **Story Cards:**
  - Use story-style cards with images of individual artisans or pieces of craftsmanship.
  - Each card can feature a short narrative about the artisan’s journey and a “Sponsor” button.

#### 8. Recognition of Our Donors (Inspired by "Our Campaign" Progress Bar)

- **Progress Bar or Thermometer:** Show progress toward a campaign goal, like \$200K for artisan support.
- **Section Title:** *“Join Our Circle of Champions”*
- **Donor Wall:** Highlight names or profiles of donors in a scrolling list or small icons to recognize contributions.