

Activating the next generation of **charity: water** supporters

Allison Thelen
4/7/2025



charity: water Project Overview

Click on **the campaign brief**, your go-to guide for this project, and then bookmark it. In it you'll find the following from the charity: water team:

- *The organization's mission*
- *What they need help with (the objective of this project)*
- *Customer Personas*
- *Brand Guidelines*
- *Visual Images*
- *Logos*
- *Design & Tone Guidelines*
- *Success Metrics*

On the next slide, you will find your specific tasks for this project.



Campaign Brief: Activating the Next Generation of charity: water Supporters

Overview

At **Charity: Water**, our mission is simple: bring clean and safe drinking water to people in need. But to keep making an impact, we need to engage the next generation of changemakers—college students.

We're launching a new **digital campaign** to educate and inspire students about the global water crisis and empower them to take action. As part of this effort, we need a **high-converting landing page** designed specifically to engage college students and encourage donations.

Your task? **design a compelling landing page** that captures Charity: Water's mission, speaks to a college audience, and drives action.

Thanks so much for your help!

Objective

🎯 Design a new landing page in Canva that educates and engages college students about the global water crisis, inspiring them to take action through donations. Next week, you'll use your newly designed landing page to build out the landing page using a code editor. For now, let's focus on getting the design (messaging, visuals, and call to action) on your landing page right!

The page should:

- ✓ **Highlight the impact of clean water** with strong visuals and key statistics.
- ✓ **Tell a compelling story** about real people affected by the water crisis.
- ✓ **Have a clear call-to-action (CTA)** that makes it easy for students to donate.

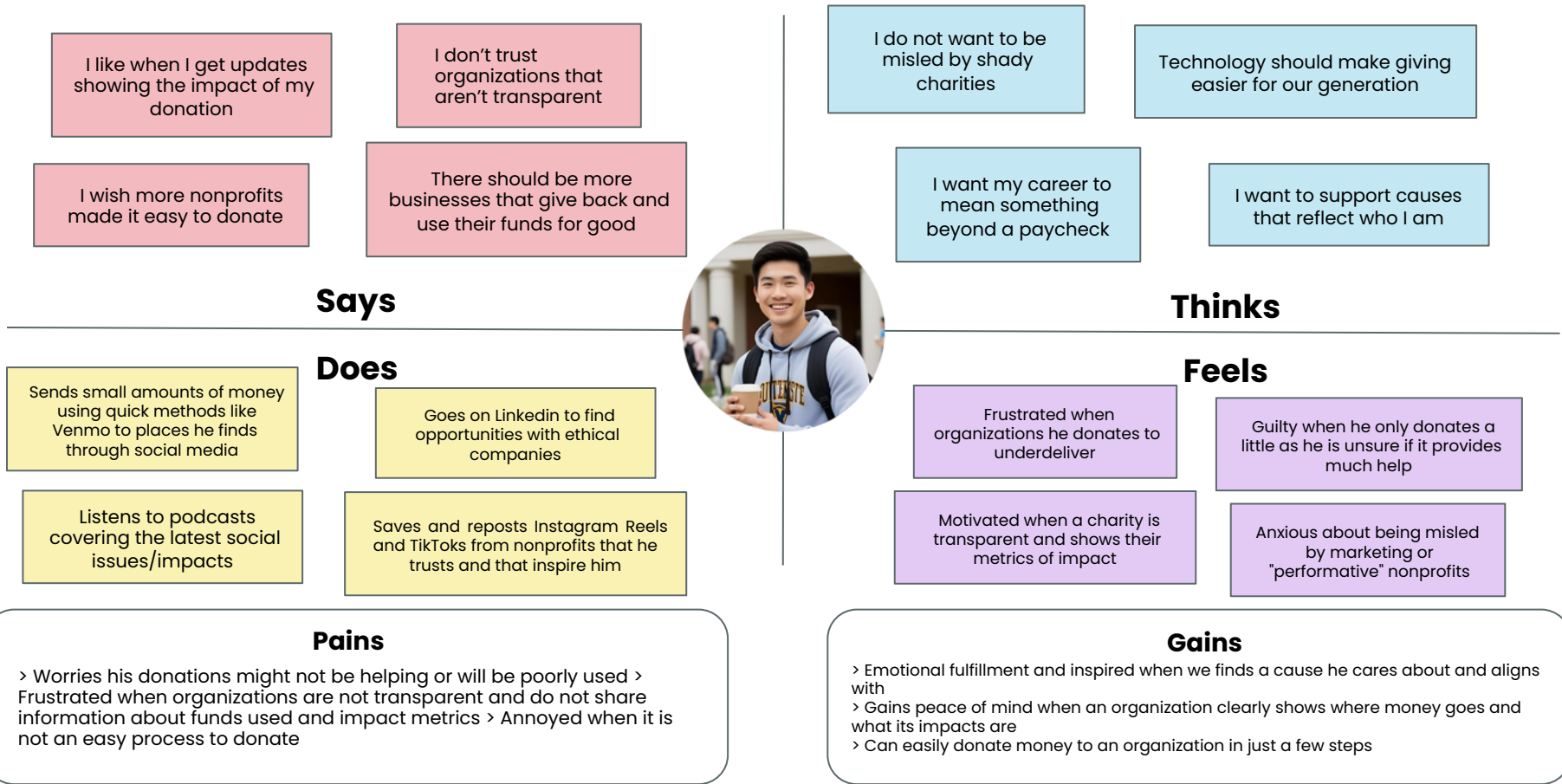
Your Tasks For This Project

Note: each task is working towards designing the landing page at the end of this project so be sure to do them in sequential order.

1. Pick 1 of 3 Customer Personas (provided in the [campaign brief](#)) and create an empathy map to understand their motivations, frustrations, and needs.
2. Write a value proposition and a compelling headline/subheadline (leveraging AI for assistance).
3. Choose a brand palette & typography that aligns with charity: water's identity while appealing to your chosen person.
4. Identify a lifestyle photo for the homepage that resonates with your persona.
5. **LEVEL UP:** Generate 3–4 additional lifestyle photos using AI ([Chat GPT](#)) for visual storytelling.
6. Design the landing page in [Canva](#) (free version) integrating all the elements above into a cohesive, engaging experience.

Now that you have a clear understanding of your tasks for this project, let's dive into task #1!
Please refer to the next slide for detailed instructions on how to approach it.

Target Audience Empathy Map: Alex - The Socially Conscious Giver



Write your Value Proposition

Customer Persona: Alex – The Socially Conscious Giver

Value Proposition: Bring hope every month with a donation to charity: water — it's easy, transparent, and even a small amount can change lives.

Transform Your Value Proposition into a Headline and Subheadline

Use [ChatGPT](#) to transform your detailed value proposition into a shorter, punchier version that works well as a headline and subheadline for your landing page. Write your AI-assisted headline and subheadline below.

Headline: Small Donation. Big Impact. Real Change.

Subheadline: Join the monthly community that brings clean water and hope — with full transparency, real updates, and impact you can see. Even \$10 can change a life.



Try This AI Prompt: "Act as a copywriting expert. Take the following value proposition: [INSERT YOUR VALUE PROP] for charity:water and tailor a concise headline and subheadline for the landing page that resonates with my customer persona, [INSERT CUSTOMER PERSONA DETAILS]. The headline should be attention-grabbing, and the subheadline should provide extra context, all while fitting our brand's attributes."

Brand Visuals - Color Palette & Typography



I kept at the forefront when choosing colors the emotions they invoke in users, and further what they could do for the site.

The **light yellow** provides a nice distinction from white that is a bit easier on the eyes and is good to add just a little pop of color to the background. The **light blue** reminds me of water and further evokes trustworthiness, calmness, and clarity, all perfect for my persona and this nonprofit. The **bright yellow** is reminiscent of the classic charity: water brand and evokes hopefulness, positivity, and an element of fun (which is a bonus for younger people, especially college students and my persona), which the nonprofit strives to achieve with their brand. The **subtle black** is a little less harsh than solid black and is a good, neutral color for readability, which is also something the brand harps on (plus it is good for accessibility regardless).

Headings

Georgia Pro

Subheadings / Body Text

Proxima Nova

When choosing typography, I kept in mind the nonprofit's brand guidelines and what they currently are using on their site.

I went with **Georgia Pro** for headings since on their current pages they use Georgia for them, and that was the closest Canva had and further it provides a nice, bolder distinction that draws the eye in my opinion. It is worth noting in their brand guidelines they say to use this one as more of a last resort, albeit not necessarily for the web though, but given their logo and current sites use it, I figured it would be best. I went with **Proxima Nova** for subheadings and body text because, as per their brand guidelines and pages right now, they utilize this exact font for them and, as they pointed out, it is nothing too wild and evokes calmness and trustworthiness.

Brand Visuals - Photography

I chose this image as it not only suited charity: water's brand guidelines showing happiness, hope, and water, but further because I felt it would appeal to my persona, Alex, a lot. Alex is wary of how his money is being used and wants to see the impact, and I felt this image does just that. As opposed to just showing a cup of water, it shows the happiness on a child's face, and you can see on the plaque this water is from the nonprofit, so they follow through AND bring hope! Also, website layout-wise, this is perfect because it shows the water and impact, plus the spacing is solid! The empty space on the side allowed for me to put readable text while still making the child in the center a focal point if that makes sense! Further, the colors went well both with the brand and what I had in mind!



Level Up: Generate Lifestyle On-Brand Imagery Using AI

- Navigate to [Canva Magic Media](#) (free) or [DALL-E](#) in ChatGPT (paid account)
- Generate 3-4 unique, detailed lifestyle photos for charity:water that would resonate with your target customer.
- Ensure your concepts follow the [brand guidelines](#) and reflect what your target customer wants and/or cares about.
- Take a screenshot of each photo and add them on the next slide.



Try This Canva Magic Media Prompt: “Smiling families and children in rural communities accessing clean water from wells or pumps, joyful moments, warm sunlight, authentic and hopeful atmosphere, lifestyle photography.”



Check out this [demo video](#) if you need assistance with Canva’s Magic Media tool!

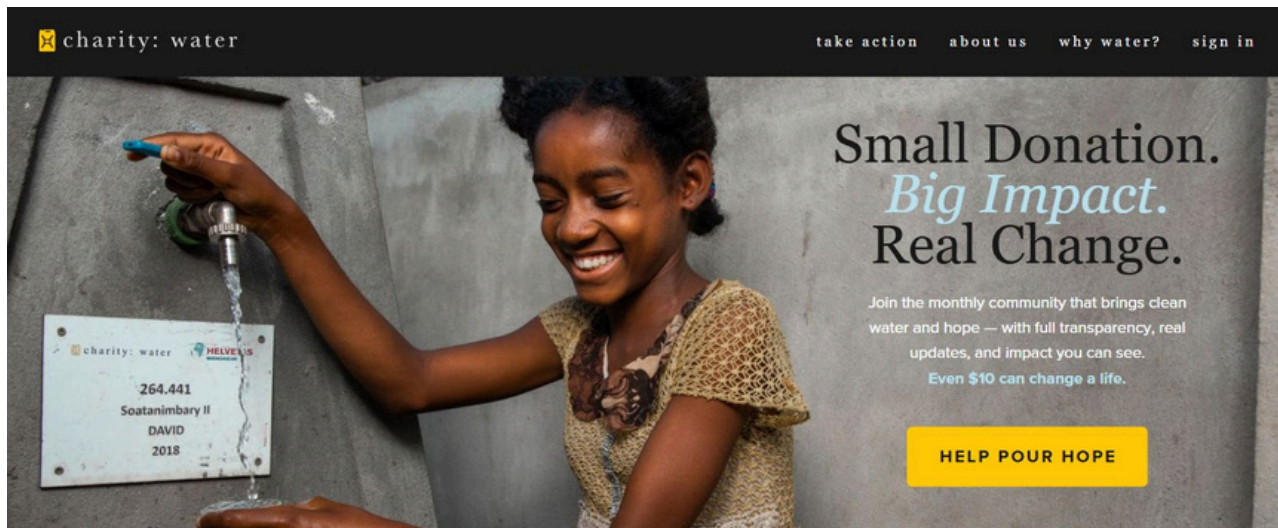


Add Your AI-Inspired Lifestyle Photos Here



Landing Page

This new program/landing page is engaging to college students because it makes giving feel easy (younger people would not want to go through a ton of steps), affordable (because they are younger and students, that demographic typically does not have a whole lot to give, which is a okay just something to note), and meaningful — with full transparency and a clear sense of impact, even from just \$10 a month. It aligns with their values and desire to support causes that reflect who they are, but simply put!



Delivering Your Landing Page Design

Client-Focused Outcome:

Your goal is to write a professional email to your client, Tyler Riewer, Creative Director at charity: water, to deliver your newly designed landing page that you created in Canva. Your email should clearly reflect your understanding of branding best practices, including:

- Customer-first branding
- Brand visuals
- Brand voice
- Brand attributes
- Brand color and typography

Guidelines:

- Keep the email **concise and professional**.
- Feel free to use AI (Chat GPT) to assist you in getting started on this message, but be sure to edit it to put your personal touch on the message.
- Include a link to your Canva design or indicate that it is attached to the message.
- Briefly explain how your design aligns with **charity: water's** brand identity.
- Use a tone appropriate for a real-world client.
- Solicit feedback in a professional way and offer to answer any questions.
- Open and close the message with professional and appropriate salutations.
- **Submit the email text in the assignment response box on the next slide.**

Email Response Submission Box

Hi Tyler, I hope you're doing well! I'm excited to share the landing page design I created in Canva, tailored for charity:

water's

mission and brand identity, specifically for engaging the youth. You can view it **here** [link here].

This design was created with your audience in mind, reflecting charity: water's customer-first approach and commitment to hope, transparency, and action to bringing clean water to all. Visually, it leans into your established color palette — using blue for trust and clarity, and yellow as a signature hopeful accent — while keeping typography clean and accessible. The tone and messaging are clear, simple, and purpose-driven, all to resonate especially well with young adults, such as college students.

I'd love to hear your feedback and am happy to make adjustments or answer any questions you may have. Thank you kindly for the opportunity, I really enjoyed working on this and learning even more about your nonprofit's wonderful mission! Take care!

Best regards,

Allison Thelen

example@email.com

(123)-456-7890