



Activating the next generation of charity: water supporters

Hannan Mozip
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Value Proposition

- **Customer Persona:** The Activist Student—socially passionate students who care about global issues and want to help others.
- **Value Proposition:** Millions of people do not have access to clean water. At charity water, 100% of public donations go towards building sustainable water projects. Join us to make a difference and help end the water crisis—even \$5 can bring clean water and change someone's life.



Write copy for your landing page

Headline: Someone's Life Could Change Because of YOU!

Subheadline: Join students around the world to fund clean water projects—one drop at a time. 703 million people still wait for safe water.



Brand Visuals – Color Palette & Typography

I looked at the Charity Water and these were the colors that represented the website. The white and ivory will be used for a clean background. The gray and black will be used for contrast and text. The light blue will be used for the water—the organization’s impact. Lastly, Slate green will be used for added and earthy touch.



Headline: Montserrat Bold

Subheading: Lato

Body Text: Open Sans



Brand Visuals – Photography

This picture shows Charity: Water but has the key features we are looking for in color and strong, inspirational, hope, and clear





charity: water





LANDING PAGE

This would appeal to student activist because of the powerful visual and clear message. It shows the need for a real impact and how clean water can change lives.

charity: water



Millions of people do not have access to clean water. At Charity Water, 100% of public donations go towards building sustainable water projects. Join us to make a difference and help end the water crisis—even \$5 can bring clean water and change someone's life.



LinkedIn Post – Submission

Just finished designing a landing page for Charity: Water!

This experience has taught me that marketing has multi layer thinking that goes into it. From thinking about the audience to the purpose to choosing the right pictures, colors, headlines, and font. If done correctly, it can bring a lot of change and impact! I learned how much work it takes to put something together and for it to be done right!

I used AI to help enhance my work and show me powerful tools that can be used to create the perfect landing page!

One big takeaway: At the tip of your fingers, change can happen!

#Nonprofit #StudentWork #Marketing #DigitalMarketing #Umich