



Activating the next generation of charity: water supporters

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Write your Value Proposition

- **Customer Persona:** [Emma - The Activist Student]
- **Value Proposition:** [charity: water empowers young changemakers to turn passion into measurable impact by funding clean, safe water projects that drive environmental justice and systemic change. With 100% transparency and real-time results, it's activism that works to create one clean glass at a time.]



Write copy for your landing page

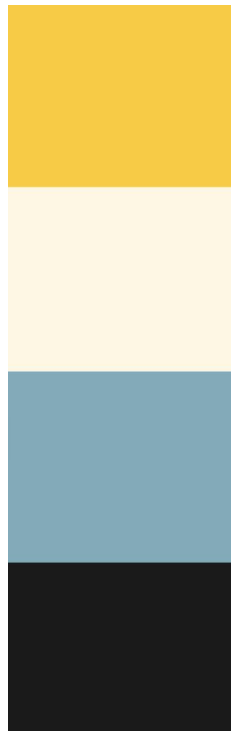
Headline: Turn Your Activism Into Lasting Impact With Clean Water

Subheadline: Join charity: water to fund clean water solutions that drive environmental justice, public health, and systemic change: powered by 100% transparency and real results.



Brand Visuals – Color Palette & Typography

I chose this particular color palette to spark feelings of joy and hope. Colors such as blue and yellow in particular help to invoke these emotions. I picked the black and cream for the text, so it would stand out against the images



Proxima Nova

Georgia Pro



Brand Visuals – Photography

I chose these images in order to show the direct change that the donations aid in. The dirty water represents the beginning of the journey towards change and the clean water represents the results. The child smiling demonstrates how the donations positively affect those in need.

charity: water



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LANDING PAGE

[My landing page will appeal to the persona, Emma - The Activist Student, because she values the tangibility of her donations and the ability to see change. My landing page plays into her desire to make a real impact on the environment as well as water scarcity.]

charity: water

