Activating the next generation of charity: water supporters

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8/25/2025

charity: water

Write your Value Proposition

- **Customer Persona: Alex** – The Socially Conscious Giver

- **Value Proposition:** At Charity: Water, we believe access to clean water is a basic human right, yet millions of people around the world still live without it. This global crisis is solvable—and your generation can lead the way through our easy ways to get involved.

Write copy for your landing page

Headline: Your Generation. Your Impact. Give Clean Water.

Subheadline: Whether it's $5 or $50, your impact is real. 100% of public donations go directly to clean water projects—tracked and transparent.

# Brand Visuals – Color Palette & Typography (Font)

Proxima Nova

When catering to the Alex persona, an important factor for the consumer is trustworthiness. Alex wants to know his donation is going to a charity that follows through on their promises and doesn't underdeliver. Therefore, I chose blue, a color known to covey this attribute, for the primary color scheme. I used a neutral color for the background, as ease of transaction is also a priority for Alex. A lack of overwhelming visual stimuli, such as contrasting colors, can help imply this property of the website. The color yellow is not only cohesive with the the brand's logo, but it can also invoke excitement in the consumer. I chose yellow for the CTA button in order to encourage excitement about getting involved in this project.

Brand Visuals – Photography

I chose these images because it demonstrates the brand's guidelines by providing a sense of hope via the transition from dirty to clean water. The photos showcase the impact of Charity: water's mission, which clearly communicates not only that there is hope for those without water, but also a sense of inspiration for individuals to help the brand continue to provide these services.
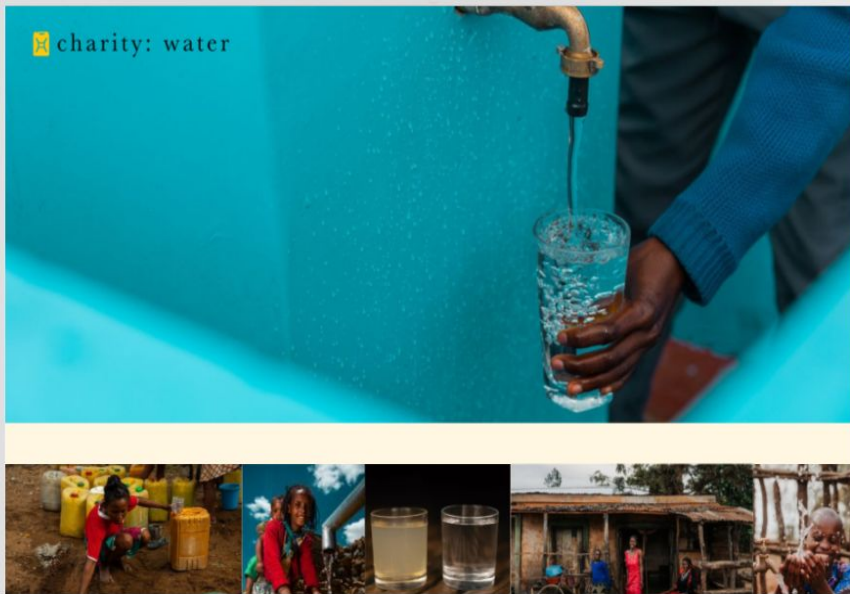
LANDING PAGE

I believe this landing page will appeal to the Alex customer persona because it provides and encourages an easy and clear way for young people to get involved while also invoking a sense of trustworthiness and excitement. The landing page reassures contributors their donation is impactful no matter how small and provides a click through gallery that showcases what the brand has accomplished thus far, further reinforcing these ideas. For someone like Alex, this landing page should check all the boxes.
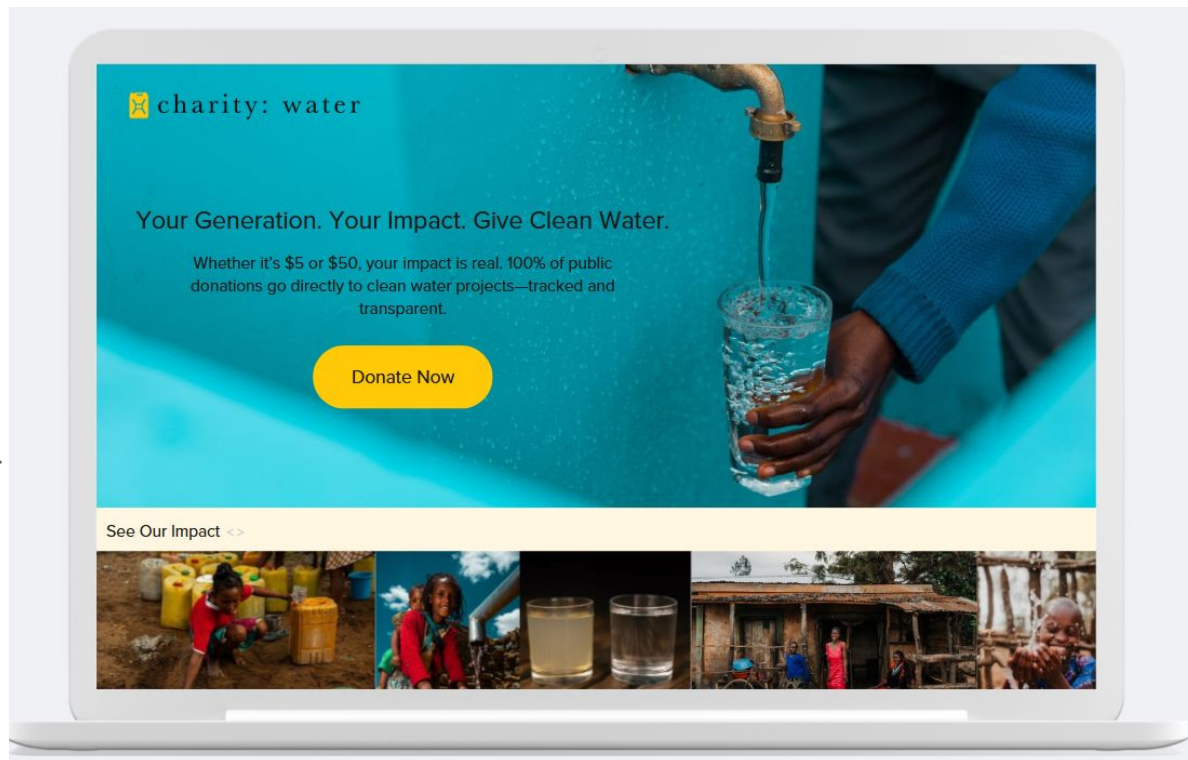
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