



Activating the next generation of charity: water supporters

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Write your Value Proposition

- **Customer Persona:** Emma– The Activist Student
- **Value Proposition:** Fight for justice with clean water. With charity: water, every dollar funds real projects that empower communities and create lasting change. Join students worldwide turning activism into impact.



Write copy for your landing page

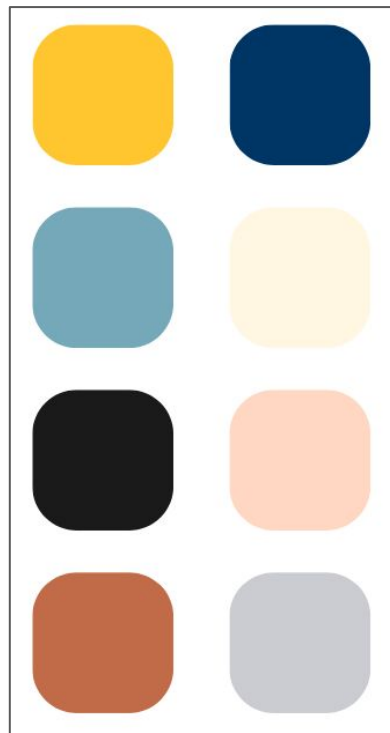
Headline: Justice Flows Where You Take Action

Subheadline: Join students worldwide fighting for justice by funding projects that bring safe water and lasting change to communities in need.



Brand Visuals – Color Palette & Typography (Font)

These colors are meant to portray feelings of hope and inspiration. The blues portray a sense of calm and trustworthiness towards the charity: water brand. The bright yellow denotes feelings of warmth, youth, and optimism. Lastly, the more neutral colors in the palette bring an emotion of stability.



Proxima Nova
Avenir Next Arabic
Georgia Pro



Brand Visuals – Photography

I chose this image for a few reasons. One, there is a glass of clean water being held in the middle of the frame, showing the organization has tangible results with supplying clean water. Second, the person holding the glass of clean water is a young, smiling girl, thus connecting the organization with education year children and showing the tangible effects that charity: water has had on communities.






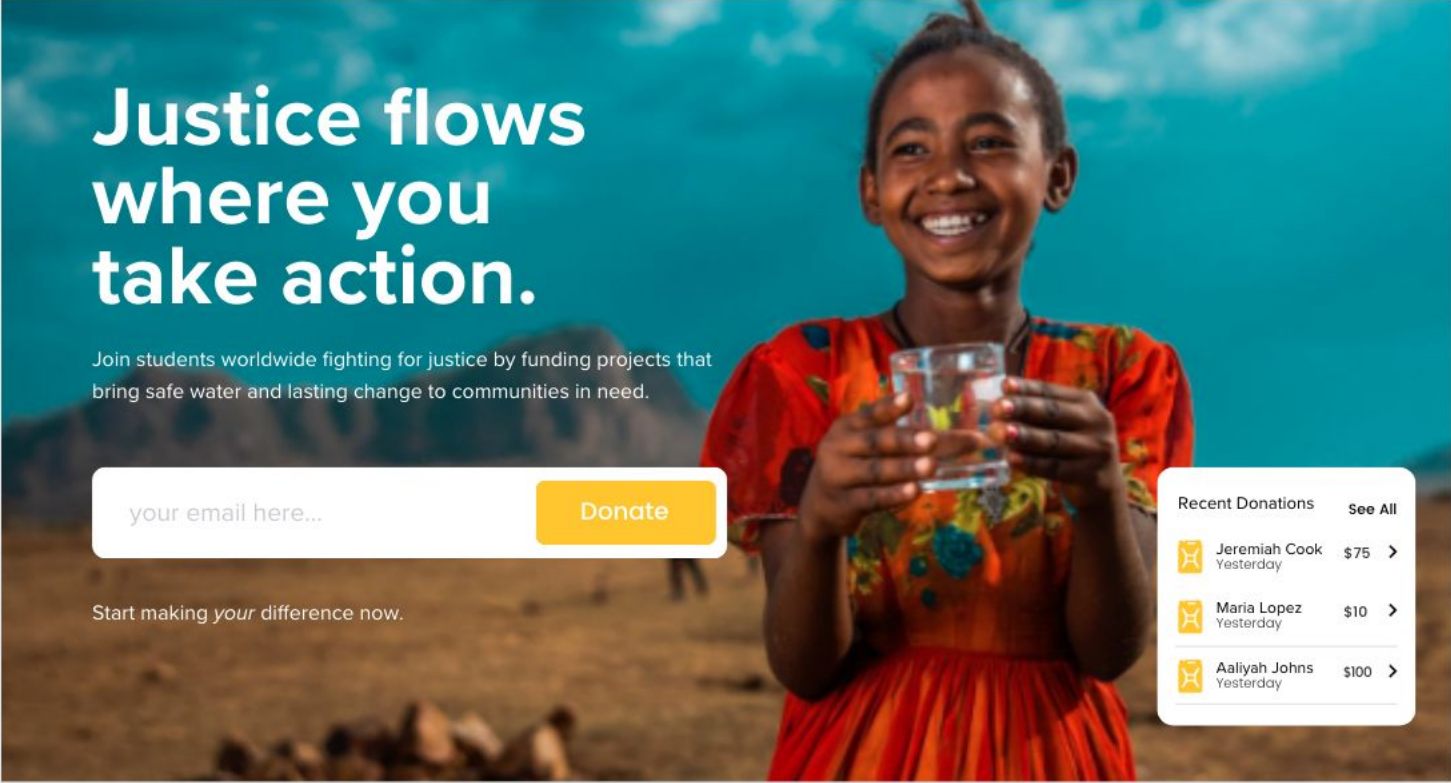
LANDING PAGE

charity: water

I used keywords just as “students”, “justice” and “your difference” with the hope of connecting with my customer persona, Emma, a student activist. Because she is still a student, I wanted to make sure the headline and subline would connect with her situation.

 charity: water

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Justice flows where you take action.




Join students worldwide fighting for justice by funding projects that bring safe water and lasting change to communities in need.

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