Business charity Christmas eCards announced

Wednesday 14 December, 2022

Hope Spring eCards, a charity fundraising ecard platform based in Herefordshire, has announced the launch of its business charity Christmas ecards. Hope Spring eCards' offering is expanded beyond its traditional target audience, which is primarily made up of individuals who support the charity, with the addition of a new set of eCards designed specifically for small and medium-sized businesses.

Small businesses and organisations that choose to offer Christmas greetings digitally rather than via paper-based cards will benefit notably from the new ecards release.

Seun Olonade, a social media volunteer with Hope Spring eCards, announced the release of the new ecards and stated, "Last year, we were approached by half a dozen companies with requests to make donations to Hope Spring by sending charity Christmas ecards instead of traditional paper cards. Their requests could not be granted because our site was made for individuals.

"I am very glad to say that we will be able to accommodate such organisations this year," Ms. Olonade, who was speaking from the charity's office in Hereford's Castle Green, added. "Small and medium-sized businesses and other organisations can now use our platform thanks to the changes we made."

The new cards included in the business Christmas eCards were created specifically for small enterprises. To give businesses a variety of options, the available cards were supplemented by an additional twenty ecards from the Hope Spring catalogue.

Hope Spring's business Christmas charity ecard collection is now available for pre-order on the Hope Spring eCards website.

More information about these new fundraising efforts can be found on their social media pages and website. You can find out more information about the projects they use the fund raised at about Hope Spring water page.

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