

Charity eCard Platform to offer Free Digital Greeting for Mother's Day

Wednesday 11 March, 2026

Rotherwas, Hereford, Hertfordshire – Charity digital greeting card platform Hope Spring eCards today announced a special reminder, and special offer for people planning to send [Mother's Day greetings](#) to their mothers digitally this year. In a recent blog post published on the organisation's website, the platform highlighted that users can send Mother's Day eCards free of charge by using a promotional code available for the occasion.

In the blog post, Hope Spring eCards explained: "Quite a number of the users of our platform are not aware that they can send eCards free of charge. Whether you are sending a birthday eCard or a Mother's Day eCard, you can send it free of charge if you have a promo code. The promo code for this year's Mother's Day is mothersday2026."

The reminder comes ahead of Mother's Day celebrations, a period during which many people send greetings to mothers, grandmothers, and maternal figures. Digital greeting cards have grown in popularity in recent years as more people choose environmentally friendly and instant ways to send messages to loved ones.

Hope Spring eCards platform manager Mary Adeotan explained that while the platform encourages donations, the option to send cards without making a payment remains available through the promo code system.

"Our platform is actually free, but of course we would like users to make a donation because the funds support our charitable activities," Adeotan said. "Before we switched our system to one that made a donation mandatory, people could simply send an eCard without making any payment. After sending the eCard, they could then decide whether or not to make a donation."

She further explained that the change to a mandatory payment system was introduced after the platform experienced significant issues with spams.

"Our system was swarmed with spam, and that was when our web developer advised us to introduce mandatory payment during the sending process," Adeotan added. "At the same time, we created a promo code system so that people who genuinely wish to send eCards without making a donation can still do so."

The developer's recommendation also led to the creation of a dedicated [free charity eCards page](#) on the Hope Spring eCards website. The page lists promo codes that allow users to send eCards without making a donation, and these codes are available throughout the year.

The latest announcement about the Mother's Day promo code is therefore intended to raise awareness among both existing users and new visitors that free options remain available.

Hope Spring eCards offers a wide variety of digital greeting cards for occasions including birthdays, anniversaries, holidays, and seasonal celebrations. Users can personalise their eCards with messages and send them via email, Whatsapp, or through shareable links.

As Mother's Day approaches, the organisation hopes the announcement will encourage more people to send messages of appreciation to their mothers while also raising awareness of the charity's mission.

Hope Spring eCards is part of the broader activities of Hope Spring Water, a charity organisation focused on providing clean and safe water to communities in need in Africa. Donations made through the eCard platform contribute towards the charity's water development projects.

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