Christmas video eCards helping Hope Spring festive fundraiser

Monday 19 December, 2022

Hereford-based clean water charity, Hope Spring saw a significant increase in the number of people sending Christmas greetings on their charity eCard platform this year. Their Christmas video eCards were particularly popular compared with static Christmas greetings eCards.

Hope Spring made the announcement about the popularity of their Christmas video eCards on their Twitter page, on December 18, 2022, exactly a week before Christmas. Talking about the popularity of their eCards, Hope Spring trustee and lead developer of their eCard platform, Temi Odurinde, said, "The team is absolutely delighted by the take up of our eCards this Christmas, and we are particularly pleased with the popularity of our video eCards".

Temi added that they have just added half a dozen new videos to the video eCard range, and one of them has been surprisingly popular. The surprisingly popular video eCard was the simplest to make, it is just a video of a fireplace and Christmas music.

Hope Spring eCards social media manager Seun Olonade said, "The new Christmas video ecards are a welcome addition to the existing Christmas ecards, and I encourage our supporters to check them out. They will definitely love them. The general public is also encouraged to send our ecards and donate generously to help our festive fundraiser".

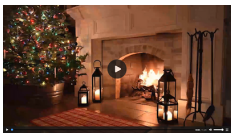
Ms. Olonade added "Once again, our volunteer ecard designers outdid themselves. I couldn't be more grateful for their efforts and ability to create such fantastic Christmas video ecards".

Christmas is the season when people exchange greetings and gifts with family and friends. Donations from ecards sent through Hope Spring's platform go toward safe, clean water projects in West African .

You can find out more information about Hope Spring and their projects on their social media pages. You can also contact them via the contact information on their website .

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