Digital Greetings Platform Announces the Launch of 2025 Charity eCards

Monday 3 November, 2025

Herefordshire based charity digital greetings card platform Hope Spring eCards, announced the release of the first batch of its charity christmas ecards for 2025 on Monday, the 3rd of November. In a statement published on the organisation's website, Hope Spring revealed the launch of more than fifty new charity Christmas eCards across a range of categories, including religious, nativity, Welsh, and Scottish themes.

Each year, millions of traditional greeting cards and eCards are sent to friends, family, and colleagues during the festive period. Hope Spring, along with other charities, uses this seasonal tradition as a key fundraising opportunity. The public and charity supporters are encouraged to send Christmas cards from their preferred charity platforms, helping to raise vital funds for good causes.

Hope Spring has been using its eCard platform to raise funds for clean water and poverty alleviation projects for more than four years. While it offers birthday and other occasion eCards year-round, Christmas remains its busiest period, with thousands of supporters visiting the website to send festive greetings.

According to platform manager Seun Olonade, the charity recently expanded its Christmas collection significantly. "We usually create a few dozen new Christmas cards each year," she said. "But this year, we wanted to offer our supporters a wider choice. Our volunteers began working on a new range of designs earlier in the year, and as a result, we have added around one hundred new Christmas eCards."

Hope Spring's creative process often draws on input from volunteers, supporters, and partner designers. The new collection includes traditional illustrations alongside modern, animated, and video-based designs. According to Olonade, this mix reflects changing preferences among eCard users, who increasingly favour visually engaging and mobile-friendly formats that can be shared by email or messaging apps such as WhatsApp.

In previous years, animated and video Christmas cards have been among the most popular choices on the Hope Spring platform, followed closely by funny Christmas eCards that can be shared by email or via WhatsApp. The charity also operates a dedicated section for small businesses that wish to send Christmas eCards to staff and customers.

In addition to its fundraising efforts, Hope Spring uses its platform to promote awareness of environmental sustainability. By encouraging the public to choose eCards instead of paper cards, the charity highlights the positive impact of reducing paper waste and carbon emissions during the festive period.

The full range of 2025 Christmas eCards from Hope Spring can be viewed on the organisation's website. Further information about the charity and its work can be found on its social media pages.

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