Hope for Children launches new website

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International children's charity, Hope for Children (HOPE), has this week revealed its new website, developed by design and marketing agency, Satellite Creative.

The site has been redesigned to provide a clean, visually appealing interface that aims to increase engagement with existing supporters and to encourage more visitors to become active fundraisers. New features include an e-mail sign up option, search functionality and a vastly improved challenge events section.

Chris Lyne, HOPE's Marketing Manager, said, "As part of our 20th Anniversary, we wanted to overhaul the website so that it offers a much improved user experience which clearly communicates our values to supporters.

"The focus is now firmly on how we help children across Africa, Asia and the UK, as well as the ways in which visitors can get involved and support us. We have managed to include far more image content in our template creating a more engaging online experience for our supporters.

The CMS system used means that we can also continue to develop the website going forward, both in terms of functionality and content."

David Moore, Managing Director at Satellite Creative added, "Working with Hope for Children on the refresh of their website allowed us, Satellite Creative, to explore, design and create the best user journey and user experience. The design task was to create a layout of key pages to maximise opportunities for visitors to the site to engage with the brand.

It is imperative that charities continue to develop their websites to ensure that they are constantly improving user journeys and demonstrating their commitment to their most visible marketing tool. Working closely with HOPE, a charity which truly values both their website and their supporters, has been a real pleasure."

Hope for Children, which was founded in 1994 by Dr Bob Parsons OBE, aims to build a sustainable future for the children and communities it serves. In the past year, over 44,000 children and their families have benefitted from the charity's work.

The new website can be accessed here: www.hope-for-children.org

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