

Hope for Children unveils website for new fundraising initiative

Tuesday 18 March, 2014

Hope for Children (HOPE) has launched a responsive website for its brand new student fundraising initiative 'Your Uni, Their Lives' (YUTL), developed by creative design and marketing agency, Satellite Creative.

The website follows on from the initiatives launch event which took place at Speaker's House, Westminster on 26th February and was hosted by the Speaker of the House, the Rt Hon John Bercow MP.

Chris Lyne, HOPE Marketing Manager, said: "We wanted the site to showcase the amazing fundraising efforts of RAGs (Raising and Giving Societies), whilst connecting them with the East African projects that they have been supporting through HOPE. We also wanted to get across the excitement of the challenges they can continue to get involved in.

On top of that, it was important we didn't lose any linkage with the HOPE brand, which is our greatest strength. I feel we achieved this and I am absolutely delighted with the final result. I really hope people find browsing the website an engaging experience."

Features of the website include information on project work, challenges and partner profiles with real-time API totals showing how much each university has fundraised.

Tee Macpherson, Marketing Director at Satellite Creative, said: "We have worked closely with Hope for Children in the creation of Your Uni, Their Lives website and challenge logos. Throughout the whole process we have been inspired by the commitment and drive HOPE has to connect with students and Universities and introduce them to the incredible fundraising challenges that students can get involved in.

HOPE are not a big charity with a massive marketing budget - they are a charity which work hard to reach their audience, connect with them and really get them involved on a personal level with their projects. We have been thrilled to be part of the design and marketing process and our only regret is that we are no longer students and able to be part of Your Uni, Their Lives."

The initiative currently has seven UK university partners; Nottingham, York, Exeter, Bournemouth, UCL, Leeds and Abertay.

To find out more about Your Uni, Their Lives, please visit: www.yourunitheirlives.org

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