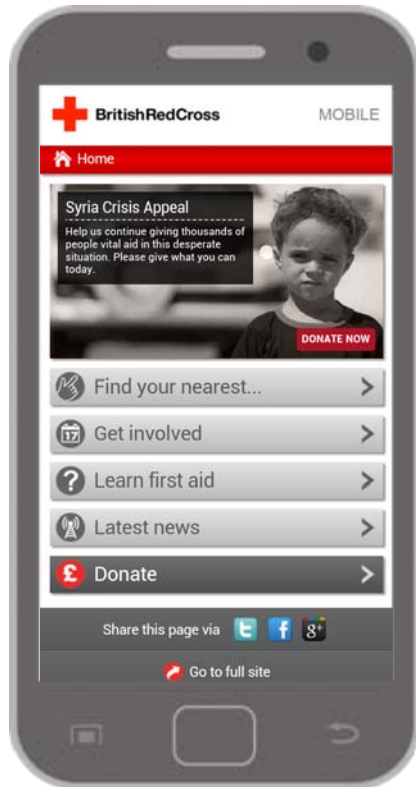


# Incentivated design mobile site for British Red Cross

## Business need

To create an additional channel for the public to donate to the British Red Cross.



## The solution

A fully redesigned user journey and mobile website, allowing for easier access and ability to donate.

The site integrates British Red Cross's Sitecore CMS, ensuring a 'write once, publish widely' capability.

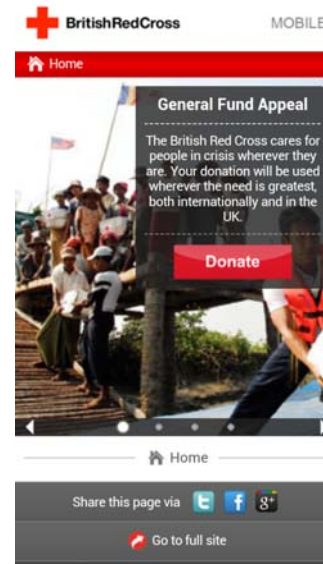
The user interface accommodates smaller screen sizes, touch screen and navigation by thumb or by mouse button.

The designs ensure that all necessary data is captured and card or PayPal details are processed easily and securely.

The donation pages allow British Red Cross to take one-off donations for general fundraising, their general disaster fund and to react to specific events with Emergency Appeals.

## Functions

- Optimised mobile site with CMS
- Fully integrated
- Secure payment facilities



For thousands of vulnerable people in the UK and overseas, the Red Cross is a sign of hope in crisis, meeting both immediate and longer term needs.

Donations to our General Fund Appeal can be used to support all our work. Our experience of working with people in emergency situations around the world means we can allocate our resources in the most effective ways possible.

The British Red Cross will use your donation wherever the need is greatest, both internationally and in the UK.