

Contra Creds: Charities.



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contra
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Against the norm. Experienced, pragmatic do-ers that will propel you forward using creativity and technical prowess.

Contra makes it happen.

St Martin's Charity.

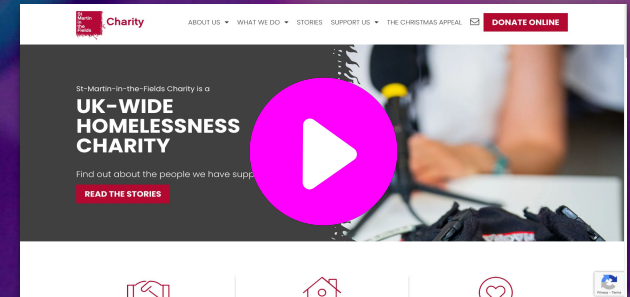
St Martin-in-the-Fields is an inclusive church in the centre of London providing a variety of support, education and entertainment to its community. [St Martin-in-the-Fields Charity](#) have been running a successful Christmas appeal – working in partnership with the BBC – since 1927. The church formed a charitable organisation surrounding their work to support the high demand of generosity in helping to transform the lives of homeless and vulnerable people.

The digital campaign needed a more robust online solution since the website was not able to handle the amount of online donations during the appeal. In addition, the digital campaign needed a smarter look, new video and a focus on driving more donations.

The solution was to create an SEO-optimised subsite for the charity that ensured a smooth and easy donation process.

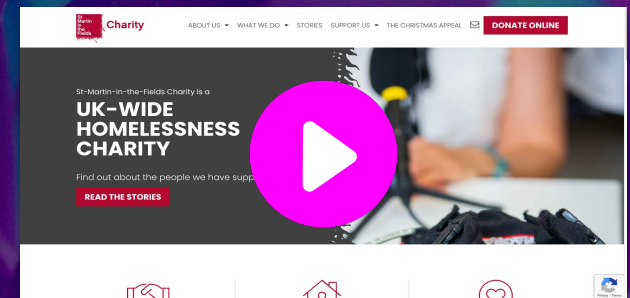
Website

23%
increase in
donations



SEO

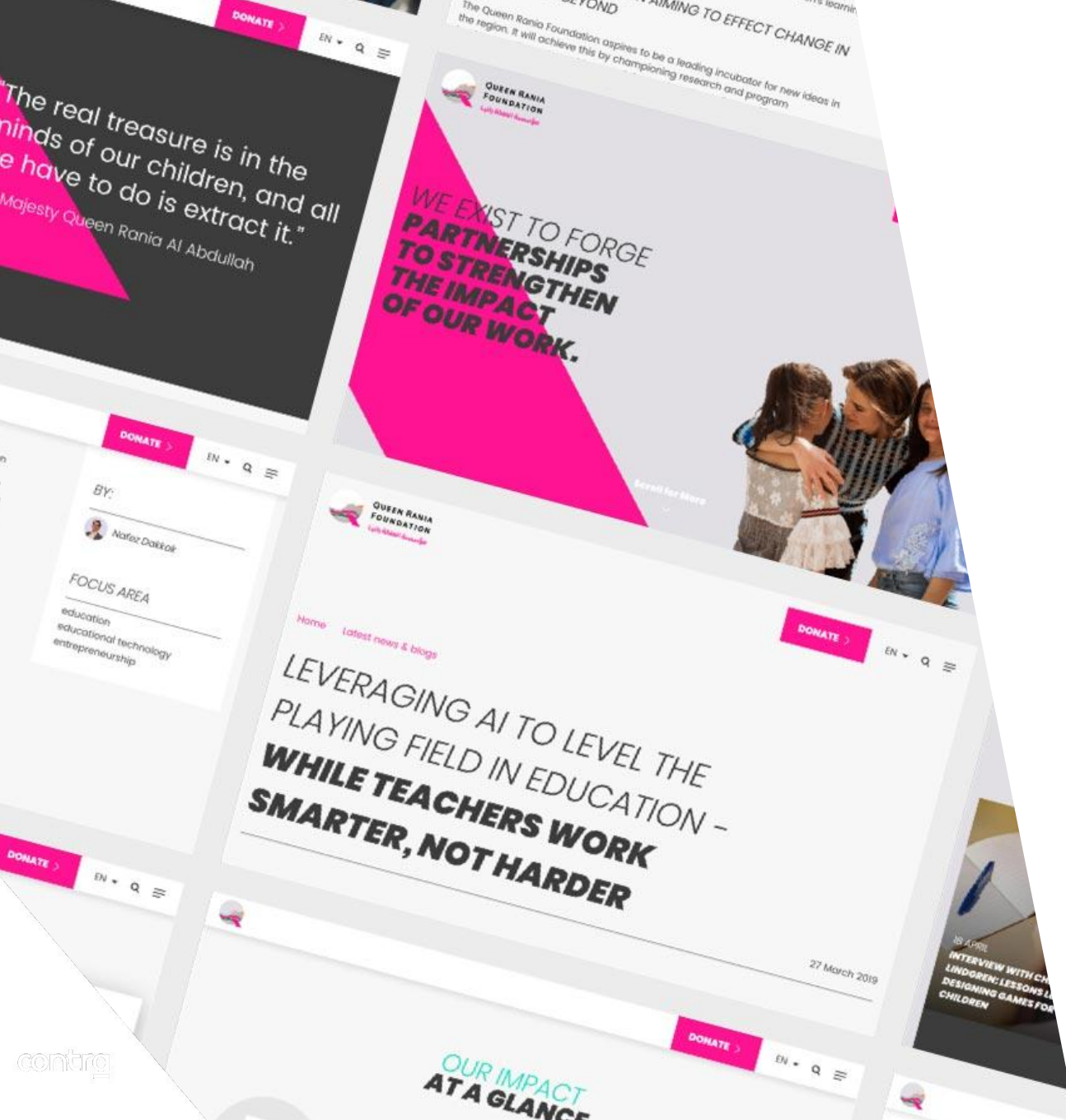
+26
increase in average
search engine
position for target
keywords



Internal feedback.

We interviewed the key stakeholders of the project to gain their insight into the Contra experience and impact of the new site.





Queen Rania Foundation.

[The Queen Rania Foundation](#) was established by Her Majesty Queen Rania Al Abdullah in 2013 with the aim of improving education outcomes in Jordan and the surrounding region.

Contra engaged in a digital revamp of QRF. The old website did not effectively recognise its partners or encourage donations. In addition, the design had become outdated and the navigation and information architecture needed to be optimised.

The charity needed a fresh design which is easy to navigate and can clearly convey the impact of the organisation through infographics and data visualisations. It needed to encourage donors to give and become a more complete fundraising tool. It also needed to communicate more effectively with its primary audience through resources and news.

It was, in essence, a digital rebrand and web development project. The result is a much slicker and more functional website with beautiful user experience.

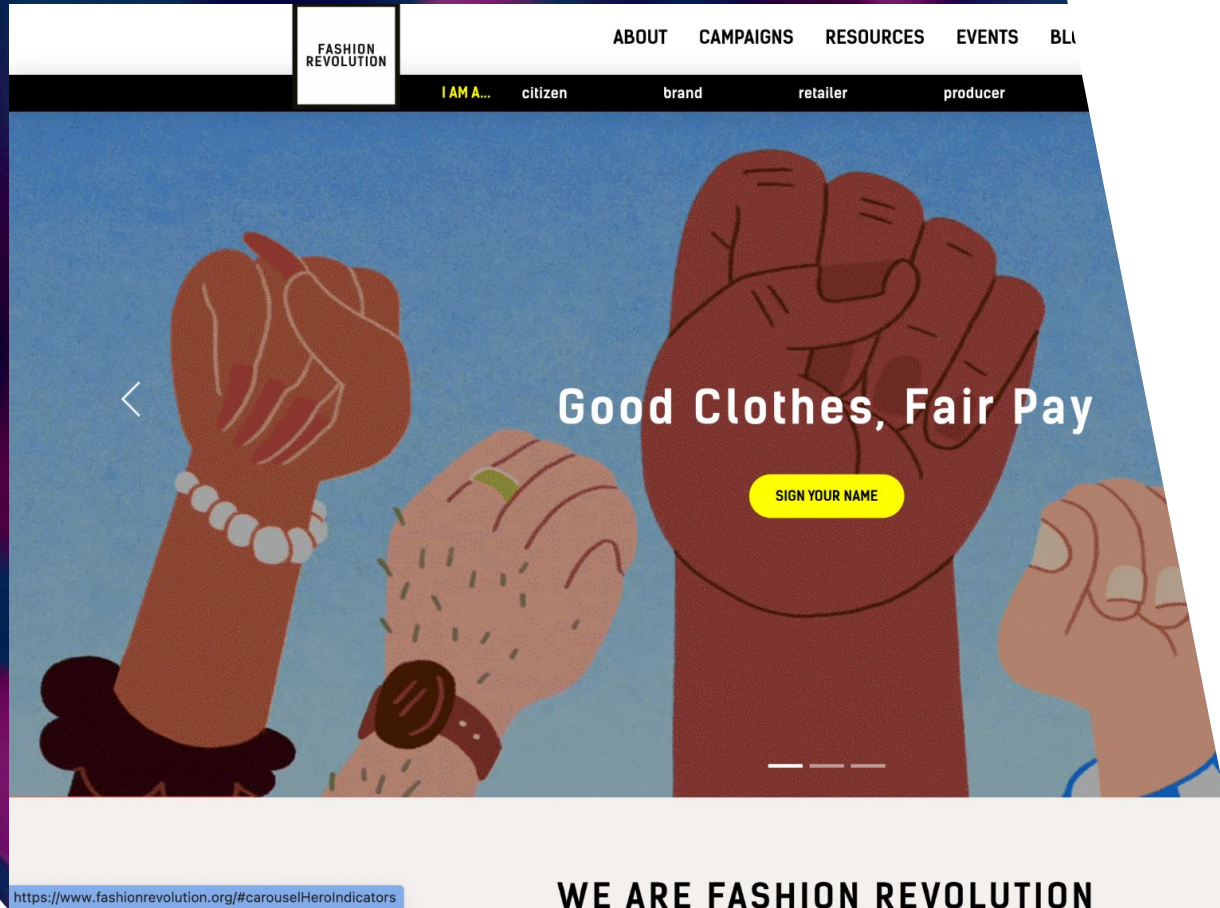
Fashion Revolution.

[Fashion Revolution](#) is a UK charity driving a global movement for a more sustainable fashion industry. Contra loved the mission and were only to pleased to develop the website.

Contra engaged in a digital revamp of QRF. The old website didn't properly recognise its partners or encourage donations. In addition, the design had become outdated and the navigation and information architecture needed to be optimised.

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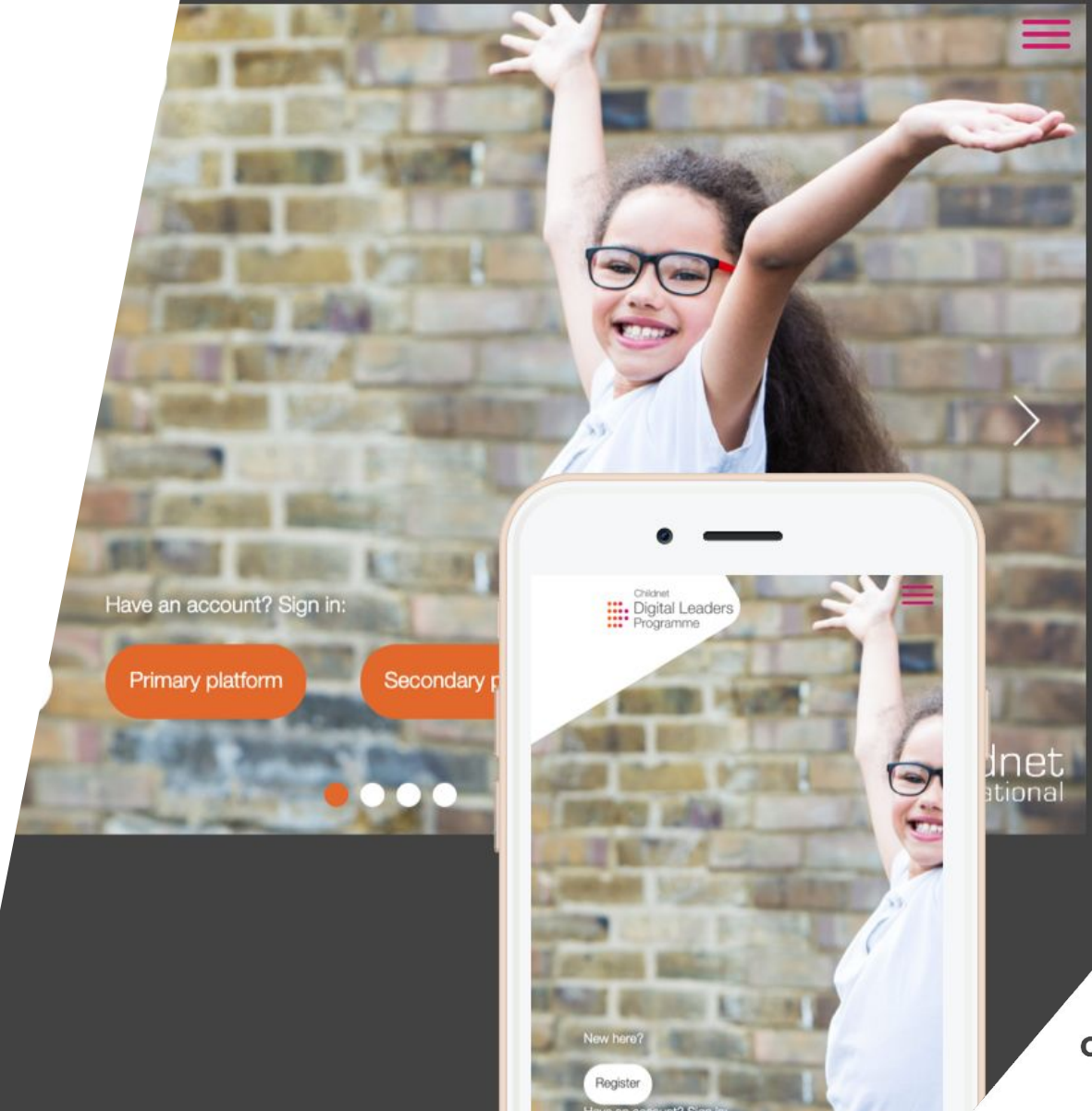


Childnet Digital Leaders.

The [Childnet](#) Digital Leaders Programme is a youth leadership training programme empowering young people to educate their peers about online safety.

Contra has been working with Childnet for 18 years and Digital Leaders is the latest project together. Digital leaders is an online learning platform which aims to teach digital citizenship and create advocates for internet safety. The programme is aimed at both primary and secondary schools.

Contra built a virtual learning environment, with lessons, leaderboards and gamification, which has been rolled out to hundreds of schools throughout the UK. Contra also designed and built a public website that explains the programme.





Other clients...

Stewardship⁺



Our feedback

Here's what our clients say about us:

"I recommend Contra to every single person that talks to me about websites. They're a very easy team to work with and things get sorted very quickly. Charities need a agency that's very knowledgeable, able to explain things so you can easily understand, and can trust to do the job to the highest possible standard – Contra ticks all of those boxes."

Fundraising and Communications Officer, at St Martin-in-the-Fields Charity, London.

"We were delighted to work with Contra on the Me first project with Great Ormond Street Hospital Charity. They were expert at gaining a real understanding of our aims for the project and a detailed understanding of each of the products. They gave us a range of innovative solutions which, stretched our vision and really made the project have the impact we hoped for. They are a pleasure to work with and always on hand and supportive to answer any question or query, guiding us through each step of the project and always keeping us updated and informed. I cannot recommend them highly enough."

Director, Common Room.

Meet the team.

Developers. Designers. Marketers. The full package.

We have a super talented and diverse team from all corners of the globe. If you need technical developers to unlock the power of code, designers to create an unforgettable user experience, or marketers to drive donations, we're here to help you grow. Get to know our team by checking out our introductory video.





How can we help?

We are here to help you reach your marketing goals. If you have a web project or want to accelerate your marketing to stand out, communicate your value and drive donations, let's have a chat.

Get in touch.

Google

VIBES

Thanks...

for reading, let us know if you have any questions :)

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