

# **Crowdrise - Firefox Challenge**

Creative Brief - Crowdrise Properties  
11/01/2012



Crowdrise Homepage Banner - 964 x 280

ABOUT I'M A FUNDRAISER I'M A NONPROFIT DONATE CHAOS  [SEARCH](#)



**S↑2C™**  
**BRYAN IS RAISING \$590,000 FOR STAND UP TO CANCER. AMAZING.**  
CHECK OUT BRYAN'S FUNDRAISER, **59 MONTHS...CANCER SUCKS**, AND GIVE WHAT YOU CAN

[CHECK IT OUT](#)

1 2 3 4 5 ||

FIND YOUR FAVORITE CHARITY

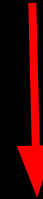
**United Airlines is matching the next \$50,000 raised for hurricane Sandy relief efforts. Please [click here](#) to check it out and post about it everywhere.**

**ONLINE FUNDRAISING**      **THE CROWD**

# Firefox Challenge Homepage

This banner has more detail as to the campaign and describes how the campaign functions. Header 1 with subheading.

Firefox Challenge Homepage  
Banner/Content Block - 1047 x 261 (Height  
can be anything)



mozilla  
**Firefox**  
Challenge

*Individual action. Global impact.*

*We've brought together thousands of people to build a better Web. Not for profit, but for good. This holiday season help us take it one step further. Donate to a celebrity's charity, join their team or fundraise for your own favorite cause. Win prizes and do good for the world.*

*We're giving a \$25,000 bonus donation to the cause that raises the most. Doesn't have to be a celebrity's. Could be yours!*

*Learn more about the Mozilla Story »*

The banner features a background of a globe with the Firefox logo's orange flames. The text is arranged in a clean, modern layout with a mix of bold and italicized fonts.

\*NOTE: This amount hasn't been decided yet.

Celebrity/Charity team home pages This banner has more detail as to the campaign and describes how the campaign functions. Header 1 with subheading.

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The banner features a background of faint human silhouettes. On the right side, there is a graphic of the Firefox logo (a stylized orange fox) superimposed over a blue and white globe. The text is arranged in a clean, modern layout with varying font weights and styles to create visual hierarchy.

This is the header that shows up on the sub-pages within the challenge, but people may get there directly through promotions so likely should include the same or similar content to Firefox Challenge homepage (last year it was the same for both), but could be different

# Check Out Page

## DONATE

close

Cause:  
**MOVE FOR HUNGER**

Number of US Dollars you want to Donate:  
\$ .00 (Min. \$10)  Hide Amount

Show this name in the donation scroll

Don't show my name (Give Anonymously)

Comment, In Memory, Tribute (Optional):

Yes, this is a Gift and I'd like to send an eCard (It's Free)

Yes, I am donating \$40 or more and would like to receive a one year (12 issues) subscription to Martha Stewart Living (\$14.95 Value). [Click here for more details about this offer and refund details.](#)

By Clicking the Donate Button You Agree to [Our Terms and Conditions](#)  
Transaction Fees Apply

Opt-in to Mozilla Foundation  
emails/email list/etc



# Donation thank you page

static image or short video that says "thanks" from Mozilla -- with links back to learn more about Mozilla and/or contribute to our own end-of-year fundraising campaign

## Thank You for your Donation to the American Red Cross

From: CrowdRise [Add to Contacts](#)  
Sent: Thu, Oct 11, 2012 at 2:40 pm  
To: katie@crowdrise.com

## Thank you for your donation of \$10.00 to the **American Red Cross.**

Your donation is a tax-deductible contribution to the overall mission of the American Red Cross. Your contribution will play an important role in helping the Red Cross touch people's lives and prevent and alleviate human suffering in the face of emergencies.

You'll see a charge from Network for Good on your credit card statement because that's how CrowdRise processes your payment. You'll also receive a donation receipt from Network for Good via e-mail. Please print or save this message for your personal records. You can use this as your receipt for tax purposes.

Less importantly, please reply to this email with the secret code 'Okra Chair' and we'll enter you into a contest to win two CrowdRise hoodies. We run the Okra Chair contest on the 1st and 15th of every month and we're thinking you'll win one CrowdRise Hoody for you and be able to give the other hoody to someone you need to bribe.

Thank you.

CrowdRise

If you would like to unsubscribe and stop receiving these emails [Click Here](#).

we can  
insert a  
345x345  
image/content  
block that  
links  
elsewhere

# Follow up email -- sent at the end of the campaign (not needed right away)

Message to all donors at the end of the campaign thanking them for their participation and telling them about what we collectively accomplished (reinforcing brand attributes of inclusion, participation, individual actions > global impact)

Opportunity to link back to learn more about Mozilla and our own fundraising



# Messaging

\*Note: Messaging (and visual treatments) will be very similar, if not the same, as last year

A promotional banner for the Mozilla Firefox Challenge. The background is orange with a faint image of a globe. On the right, there is a large, stylized Firefox logo (a blue and orange fox head) superimposed over a globe. The text is white and orange.

mozilla  
**Firefox**  
Challenge

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# Positioning

*Mozilla builds products, like Firefox, that put users in control of their online experience and shape the future of the Web — not for profit, but for good. As part of our commitment to making a difference, this holiday season we're hoping to get everyone in on the spirit of doing good. So, just like we do with Firefox, let's turn individual action into global impact together.*

# Blog Post from Last Year

<https://blog.mozilla.org/blog/2011/12/13/join-us-in-the-mozilla-firefox-challenge-this-holiday-season/>

## Other Promotional Designs

Email images are a standard 600px width



# Snippets

graphical elements for about:home snippets (40x50)

