

BLUE CACTUS



# THE MARKETING CHANGE AGENTS

CHARITIES &  
NON-PROFITS MARKETING



Building visibility, trust and connection through thoughtful branding, storytelling and digital strategy

## // OUR APPROACH

We help charities, community organisations and non-profits strengthen their presence and grow their impact through purposeful marketing. Our work balances strategy and creativity, helping organisations communicate with clarity and compassion while reaching supporters, donors and partners more effectively. Every project starts with understanding your mission. From there, we design strategies that translate your purpose into powerful messages, meaningful visuals and measurable outcomes.

## // THE WREN PROJECT

### Website Redevelopment and Digital Advertising

The Wren Project supports people living with autoimmune disease, offering a unique peer support community and compassionate listening. We rebuilt their website to improve accessibility, user experience and storytelling, ensuring that visitors could easily understand and engage with their mission.

#### Our work covered:

- Website redesign and technical rebuild
- Improved navigation and content structure
- Integration of donation and volunteer pathways
- Social and Google Ads to drive awareness and participation

The result was a clear, user-friendly website and a digital campaign that increased engagement and visibility among those seeking support.

## // SOUTHEND CREATIVES

### Branding and Website Design & Build

Southend Creatives is a community-driven initiative connecting artists, makers and local businesses. We helped shape their brand identity and designed a vibrant website that reflects their creative energy and inclusive ethos.

#### Our work includes:

- 🌵 Brand identity development and visual guidelines
- 🌵 Logo design and colour palette creation
- 🌵 Website design and build with directory functionality
- 🌵 Content and messaging to encourage community collaboration

The new brand and website provided Southend Creatives with a cohesive visual presence and a digital home for their growing creative community.

## // SOUTHEND CARE BANK

### Branding and Website Design & Build

Southend Care Bank brings together volunteers, local organisations and residents to provide essential support to those in need. We created a brand that reflects care, connection and community spirit, supported by a clear, accessible website to manage referrals and donations.

#### Our work included:

- 🌵 Brand creation and visual identity development
- 🌵 Website design and build tailored to community users
- 🌵 Content strategy and key messaging
- 🌵 Integration of contact forms and volunteer registration

The result was a trusted local identity and an easy-to-navigate online platform that strengthened engagement with partners and residents alike.

## // CARE CITY CIC

### Brand Positioning and Updated Branding



Care City CIC works across health and social care to test, develop and scale innovation that supports better ageing. We worked with the leadership team to refine their positioning and refresh their visual identity to better reflect their purpose and future direction.

#### Our work included:

- 🌵 Brand positioning and messaging workshop
- 🌵 Audience and stakeholder mapping
- 🌵 Updated brand identity and visual guidelines
- 🌵 Revised logo, typography and digital templates

The updated brand aligns Care City's image with its reputation as a forward-thinking social enterprise driving positive change across health and care.

## // WHY CHOOSE BLUE CACTUS DIGITAL

We bring insight, empathy and strategic focus to every charity and non-profit project. Our team combines deep experience in social impact marketing with a practical understanding of how to maximise limited budgets and resources.

Whether you are a growing charity, a community organisation or an established social enterprise, we can help you raise awareness, build credibility and communicate your impact with confidence.

Let's create work that changes lives and strengthens communities.



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