

INSIGHT

People want to make a significant contribution to helping the needy, but do not realize that a one-time donation is not enough for this.

IDEA

Visually demonstrate how a subscription to regular donations affects help to those in need. In order to make an artificial heart massage and save this person's life, one pressing is not enough, just as a one-time donation is not enough.



ONE CLICK ISN'T ENOUGH

Subscribe to regular donations on miloserdie.ru

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