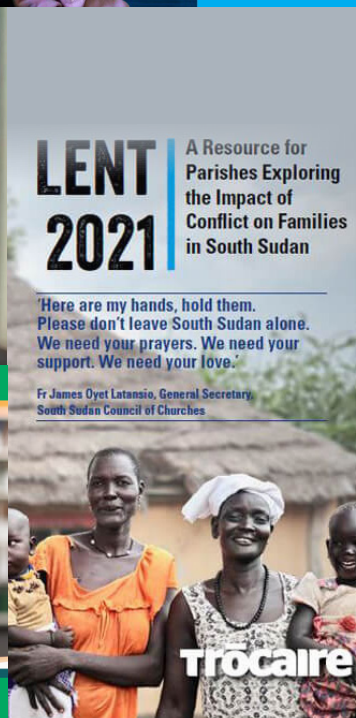
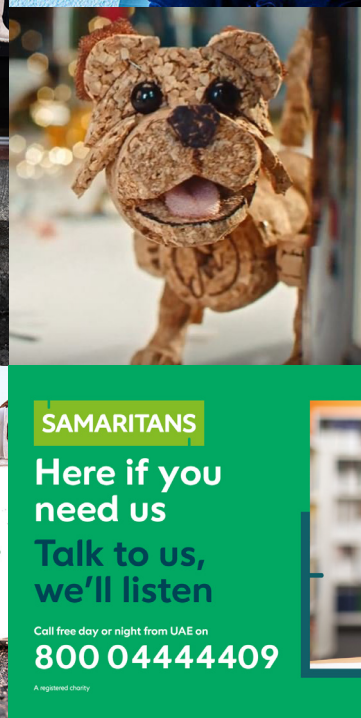


CHARITY ADVERTISING SNAPSHOT

First-ever Research Report
into Irish Charity Advertising

Published by Persuasion Republic
& Havas Media

November 2021



CONTENTS

INTRODUCTION	3
SECTION A SAMPLES, SECTORS AND SPEND	
1 Survey sample size	5
2 Not-for-profit sub-sectors	5
3 Advertising spend	6
SECTION B GENERAL ADVERTISING LEARNINGS	
1 Big picture: Estimating the size of the Irish charity advertising market	9
2 Advertising budget change 2019/2020	11
3 Free advertising	13
4 Purpose of advertising	14
5 Advertising budget split	16
6 Time of year	18
7 Donations from individuals and corporates	20
8 Q4 donation and advertising	22
SECTION C DIGITAL ADVERTISING LEARNINGS	
1 Digital budget percentage	24
2 Spend on paid media	25
3 Google grants	27
4 Use of digital skills	28
5 Digital content strategy	29
SECTION D CHARITY DISCOUNT TRACKER	33
1 TV / Outdoor / Cinema	34
2 Radio	35
3 Press	36
4 Magazine	40
KEY FINDINGS: WHAT DID WE LEARN	51

INTRODUCTION

Firstly, thank you to everyone who participated in the survey and the research. As you can imagine, we literally could not have done it without you!

Over the past two years, Persuasion Republic and Havas Media have forged a partnership designed to develop a high-quality advertising service for all charities of all sizes. A dedicated team from both agencies have worked together on devising innovative strategies for both big and small campaigns. Our aim is to provide a full creative and media service that fully meets the needs of charities in a marketplace dominated by large commercial advertisers. We are looking to add real value and insight to help advertising charities maximise the impact of their campaigns.

The idea of developing a research project on charity advertising came from this joint agency team. The research project is the first of its kind. It is set to run from mid-2021 to early 2022, and it includes four elements:

1. Estimating the size of the charity advertising market
2. Surveying charity advertisers on a selection of key advertising issues
3. Collating current charity discounts on offer to charities
4. Looking at the advertising media that works best for response and awareness

This report covers the first three of these areas and our plan is to complete the fourth part in early 2022. We are currently researching the best methodology.

We hope that this initial piece of research will generate enthusiasm to develop a more comprehensive survey in 2022, and with that in mind, we are very keen to hear from anyone who might be interested in getting more involved. Please do contact either Adam or John at adam.taylor@havasmedia.com or john@persuasionrepublic.ie.

Finally, thanks to everyone at Persuasion Republic and Havas Media for the work they put into the research, Ellie Morrissey, Luke Shanahan, Zsofi Toth, Denise Judge, Katie Phelan and Ruth Prendergast.

We hope you find it useful.

John Sutton
Adam Taylor

Persuasion Republic
Havas Media

SECTION A



**NOTHING KILLS
LIKE HUNGER**

In conflict zones around the world,
hunger is used as a deliberate
weapon of war.

CONCERN
worldwide



SECTION A

Sample, Sectors and Spend

1. SURVEY SAMPLE SIZE

The fieldwork for this report was completed in June of this year (2021). We completed and issued a questionnaire to charity advertisers using SurveyMonkey. Participants were given several weeks to complete the survey, and several reminders were issued to encourage uptake. The fieldwork for the charity discount tracker was completed at the same time.

We invited more than 300 charities to participate in the survey and 49 did, giving us a 16% response rate. We had aimed to recruit at least 50 organisations, so we very nearly reached our goal.

From Nielsen data, we know that more than 200 charities in Ireland are actively advertising on an annual basis.

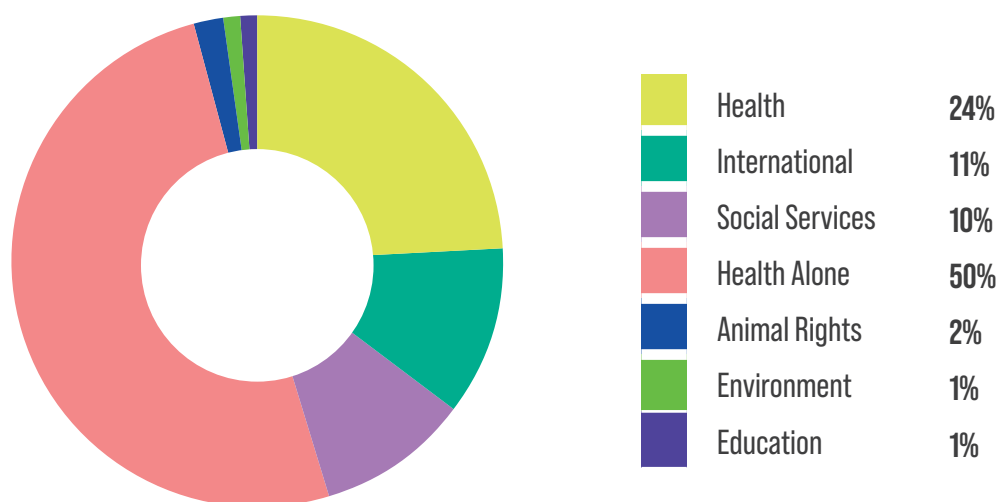
2. NOT-FOR-PROFIT SUB-SECTORS

Benefacts divides the 11,000 charities in Ireland into 12 sub-sectors. The biggest sub-sectors are social services, education, and local development and housing organisations – which together account for 7,000 of the 11,000. The other sectors are health, arts/culture/media, recreation/sports, environment, advocacy/law/politics, philanthropy/voluntarism, international aid, religion and professional/vocational.

We used the Benefacts segmentation for our survey analysis and began by asking respondents which sub-sector their organisation belonged to. The findings were as follows:

- Only one of the three major sub-sectors was represented by our respondents (social services).
- One sector, health, accounted for nearly 50% of all our responses.
- Three sectors accounted for 90% of responses: health (24), international aid (11), and social services (10).
- The remainder of the responses were animal rights (animal rights is a sub-sector of 'environment') (2), environment (2), and education (1).

It is notable that our sample does not include sectors like education and the arts. This would include university recruitment advertising campaigns every spring and organisations like the Abbey Theatre, Gate Theatre, and subsidised museums and galleries, all of which advertise regularly in Irish media.



As you will see throughout the report, we analysed the survey answers based on both general response as well as through the lens of the three principal sub-sectors of our respondents (health, international aid, and social services). We then analysed by size of advertising budget, which we segmented into three: small, medium and large (see next section).

Commercial POV

By contrast, the commercial sector is divided into hundreds of different industries and sub-industries. The biggest spending sectors include retail, utilities, finance, entertainment, and motors. These five sectors account for more than 50% of all advertising spend.

Categories are typically categorised by being high- or low-consideration, and approaches to advertising vary depending on this classification. High-consideration sectors like cars, electronics, and furnishing have higher levels of consumer research, giving advertisers the opportunity to interact constantly along the consumer journey. Lower-consideration sectors, like retail or FMCG, are more impulse-based, so the advertiser's job is to keep their brand top of mind in order to be recalled at the point of purchase.

3. ADVERTISING SPEND

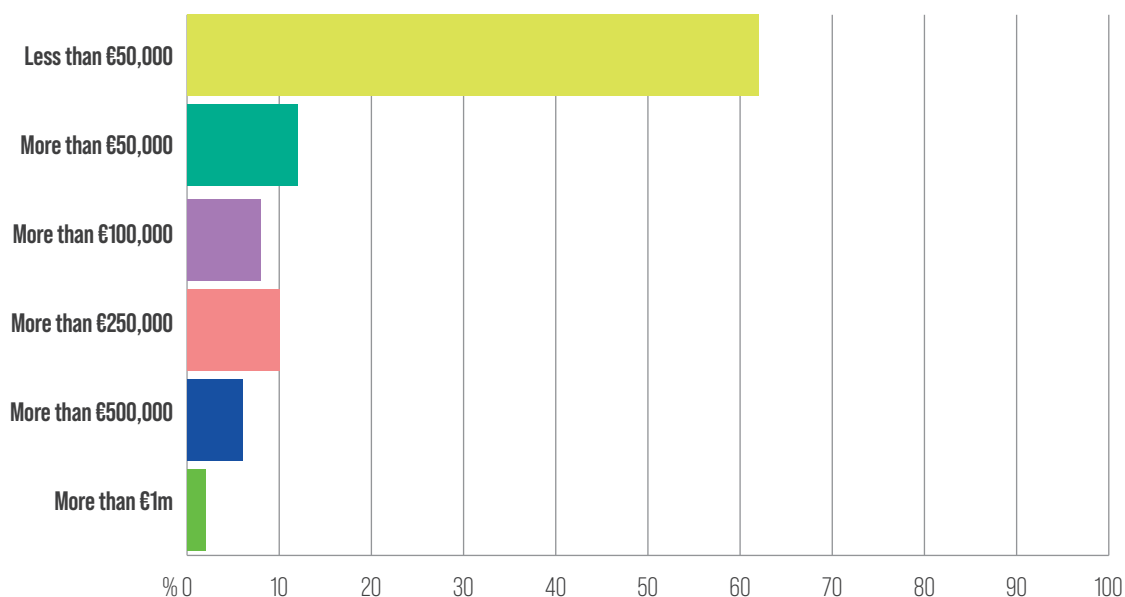
The next survey question we considered was: 'What was your advertising budget in 2020?'

We defined small advertisers as those who spend less than €100,000 per year, medium as those who spend between €100,000 and €500,000, and large as those who spend more than €500,000.

We found that of our sample:

- 74% of the charities were small advertisers (36)
- 18% were medium (9)
- 8% were large (4)

That the vast majority of charity advertisers surveyed spend little on advertising is hardly surprising; however, it does make it all the more important that their small budgets get put to the best possible use.



The international aid sub-sector is noticeable in that it is the biggest spender. Their percentage of small advertisers is significantly lower than average, with medium significantly higher and large as normal. Health and social services are close to the overall average findings.

Size of advertising spend	Small <€100,000	Medium €100-500,000	Large >€500,000
Overall	74%	18%	8%
Health	77%	12%	8%
International aid	55%	36%	9%
Social services	80%	20%	

We know from Nielsen that the top five charity advertisers in any given year will spend between €300,000 and €1 million. Three or four of these organisations will be overseas aid organisations.

Commercial POV

The ten biggest commercial advertisers are spending more than €10 million per annum on media. Below this, there is a wide range of budgets. Around 100-150 advertisers spend more than €1 million per year. As in the charity sector, a large percentage of overall advertising spend comes from smaller advertisers.

SECTION B

GET
a Vaccine
GIVE

DONATE NOW TO **HELP UNICEF DELIVER**
2 BILLION COVID-19 VACCINES AT UNICEF.IE

OR TEXT **VACCINE TO 50300** TO GIVE €4

Text costs €4. UNICEF Ireland will receive a minimum of €3.60. Service provider: LIKECHARITY. Helpline: 076 6805278

unicef  | for every child
IRELAND



SVP
Society of St. Vincent de Paul

FOOD APPEAL



HOW TO HELP

Purchase non-perishable foods and place them unwrapped at the collection point

Give locally or at svp.ie

The Society of St. Vincent de Paul is a registered charity. (2019)0001

SECTION B

General Advertising Learnings

1. BIG PICTURE: ESTIMATING THE SIZE OF THE IRISH CHARITY ADVERTISING MARKET

While we have come a long way in collating relevant charity data over recent years, it can still be challenging to find the right data for specific elements of the sector, and it's no surprise that this is also the case when it comes to charity advertising.

In the commercial sector, the Nielsen Data Service provides advertisers with good data on a wide range of advertising issues. Here's what they say about their Advertising Intelligence service offer:

Media buyers can identify advertising opportunities across platforms by understanding where, when, and how much your competitors are spending on media. They can answer critical questions like:

- How much do my competitors spend on advertising?
- Which channels are my competitors advertising on?
- Is there advertising seasonality in my category?

Nielsen do have analyses of Irish charity advertising, which are based on rate card prices with a discount factored. If you are using an advertising agency for your campaigns, you can ask them to provide you with the Nielsen data for the charity sector. This information will include a ranked list of the top charity advertisers in the country by year for the past number of years. Because we have several charity advertising clients, we do have access to the data, but unfortunately we cannot share it with non-clients, so the scope of this section of the report is limited. We can, however, using our access, make an educated guess about the size of the Irish charity advertising market.

Nielsen's data tells us that over the past five years (2016-2020), Irish charity advertising spend, excluding direct mail and online, has increased annually from €7.5 million to approximately €10.5 million.

In order to get an idea of direct mail and online spend amounts, we can look to the UK. The UK's charity media spend on above, below, and online amounts to £415 million per year, broken down as follows:

- TV: £180 million (45%)
- Direct mail: £137 million (33%)
- Digital: £40 million (10%)

Based on what we know of Irish charity advertising spend, and using the UK as a guide, a rough estimate of total annual Irish charity advertising per annum would be €18 million, broken down as follows:

- TV/radio/press/outdoor (confirmed): €10 million
- Direct mail: €6 million
- Digital: €2 million*

Using these estimates, Irish charity advertising spending amounts to about 4% of the UK's.

We know that Nielsen tracks 2,200 of the UK's 180,000 charities who advertise every year – about 1%. In Ireland, the tracked figure is 200 out of 11,000, so nearly 2%.

The trend in UK charity advertising spend over the last four to five years is a decline of 7.5%-10%. In Ireland, the opposite is true: charity advertising spend has increased 20-25% over the same period.

In Ireland, the charity slice of the advertising cake is roughly 2% of the overall spend of €1 billion. This means that for every euro an Irish charity spends on advertising, commercial advertisers spend €50. The annual total Irish charity advertising spend is roughly what Aldi or Lidl might spend in a year.

Compared to the commercial sector averages, charities spend:

- much more on print advertising (40% vs. 22% as percentage of spend)
- much less on outdoor advertising (2% vs. 10%)
- about the same on radio (20%) and TV (37%)

From a media supplier perspective, in radio, charities over index vs. RTE Radio (45% of spend vs. 22% for commercial sector) and under index vs. sales houses like Media Central (Today FM, Newstalk, etc.).

In plain language, charities spend a disproportionate amount on Radio One. We think this is most likely linked to donor targeting of older audiences and charities' experience of direct response.

A note on the Biggest Campaigns

Based on our desk research, we assume that the biggest charity advertising campaigns are linked to the biggest public fundraising appeals, such as the Irish Cancer Society's Daffodil Day, Trócaire's Lent, and Christmas appeals from Focus, Pieta, and St Vincent de Paul.

Commercial POV

Annually, the biggest commercial campaigns tend to be a mix of product launches (e.g., new car models), brand refreshes/rebrands (e.g. the rebrand of Eircom to Eir), and Christmas campaigns from retailers.

*Digital is underrepresented, as many of the big tech companies (Google, Facebook etc) do not report their spends.

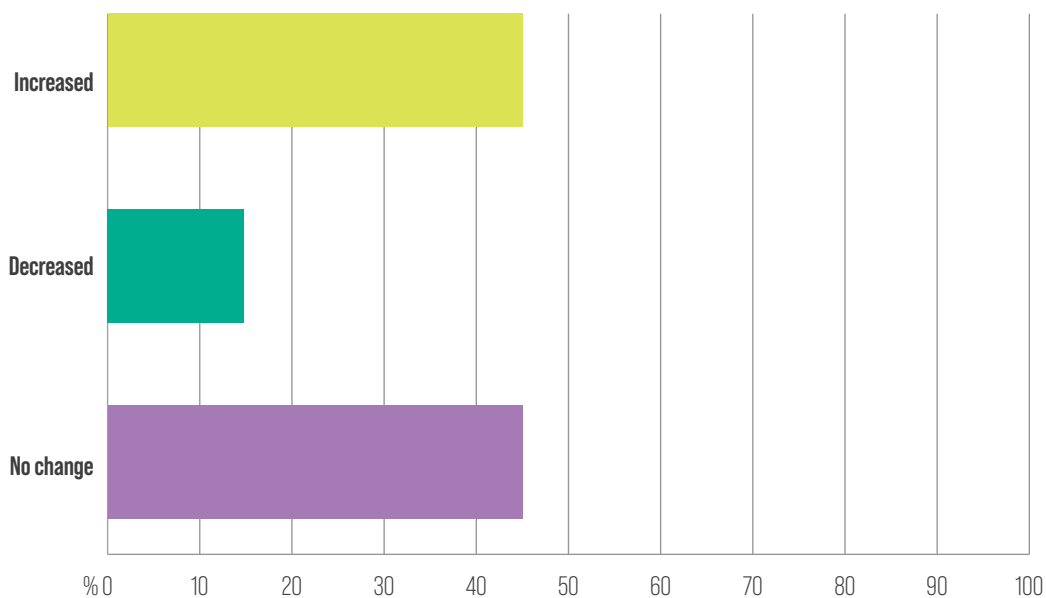
2. ADVERTISING BUDGET CHANGE 2019/2020

The survey asked: 'How did your advertising budget change from 2019 to 2020?'

We wanted to know what impact Covid was having, if any, on charity advertising. Of our respondents, 84% said it stayed the same or increased, and 15% said it decreased.

This is interesting, as we had anticipated that with the collapse in events fundraising and other activities, the amount of advertising could have been significantly reduced – but this was not the case. The scale of the impact of Covid seems modest at 15%.

It's important to recognise that this finding is against a background of an increase in charity advertising of 20-25% in the previous four to five years. It's possible that some of the decrease was not related to Covid. Retail, door-to-door, and events fundraising were hardest hit, but many of these migrated online. It's also worth keeping in mind that charity retail advertising is minimal when compared to commercial. We don't see or hear advertising campaigns for charity shops.



When we looked across the sectors and the scale of advertising spend, there was only one significant difference from the overall, which was in the large-advertiser category. There were four charities in that category, so we can see that one organisation decreased their spend in 2020.

	Increased or same	Decreased
Overall	84%	15%
Health	83%	17%
International aid	90%	10%
Social services	90%	10%
Small advertisers <€100k	86%	14%
Medium advertisers €100k-€500k	89%	11%
Large advertisers >€500k	75%	25%

Commercial POV

Although it is difficult to get a read on the full picture due to disparate data sources across mediums, the commercial sector was estimated to have been in single-digit growth up to 2019, propelled by increased digital investment. Estimates suggest that advertising spend fell by as much as 15% in 2020 but is recovering most of this in 2021.



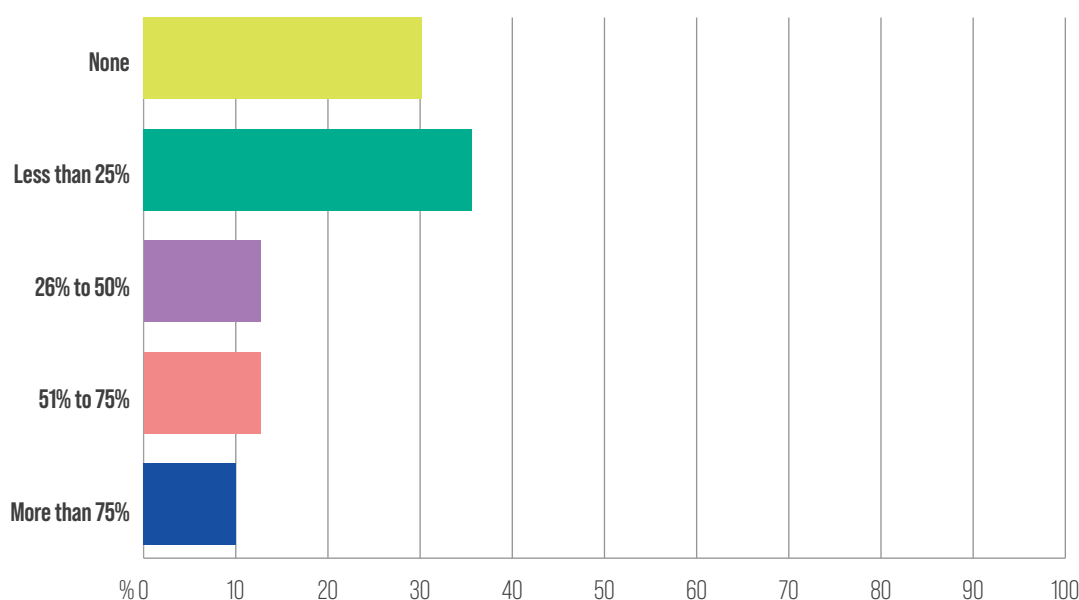
3. FREE ADVERTISING

We next asked: 'What percentage of your advertising budget in 2020 was paid for by sponsors or donors, or was free?'

There is a notion amongst agencies that a good percentage of charity advertising is significantly subsidised by sponsors, and that many charities only advertise when it is free or significantly discounted. Based on our responses, this seems to not be the case. Of our respondents:

- 10% get free or mostly free advertising (5)
- 25% pay for some and get some free (12)
- 65% pay for most or all of their advertising (32)

The fact that most charities are paying for most of their advertising means that it is important that they get professional advice on how best to spend it. Are charities using advertising/media agencies for their campaigns? If not, how are they evaluating the success of their campaigns? Have they the capacity to understand and analyse the data that the media owners can provide?



When we looked across the sectors and the scale of advertising spend, we found that international aid was a bit different in that they paid for more of their advertising and received less free.

Free vs. paid	Free-<25% paid	26%-50% paid	51%-75% paid	>75% paid
Overall	10%	12%	13%	65%
Health	12%	16%	42%	29%
International aid	9%	0%	18%	73%
Social services	10%	20%	30%	40%
Small advertisers <€100k	20%	16%	33%	31%
Medium advertisers €100k-€500k	0%	11%	55%	33%
Large advertisers >€500k	25%	25%	25%	25%

4. PURPOSE OF ADVERTISING

For the question 'What does your organisation advertise for?', we offered four options: fundraising, promotion of services, public information/education, and other.

Based on our experience, we assumed that fundraising would be the dominant response. However, the responses showed more of a spread than we anticipated. The response was as follows:

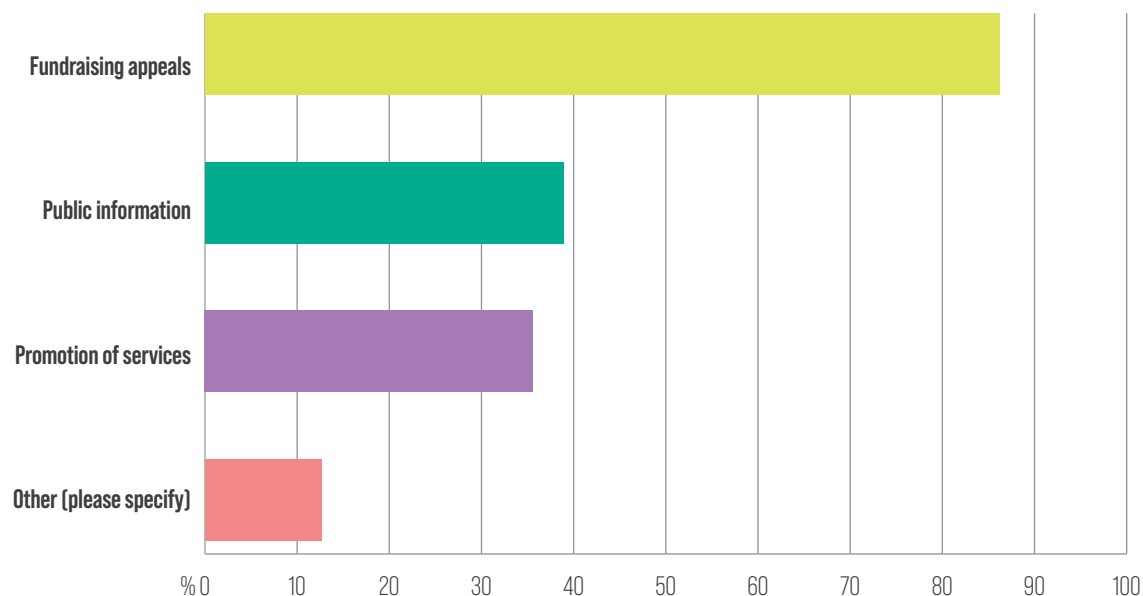
- 85% advertise for fundraising (44)
- 49% advertise for promotion of services (30)
- 45% advertise for public information/education campaigns (29)
- 12% advertise for other reasons (6)

Under 'other,' a number of options were given, including recruitment and advocacy.

We assumed that organisations would focus mostly on one type of advertising, but again we were surprised to learn that:

- More than 40% of organisations advertise for all three of the main types (21)
- 27% advertise for two types (13)
- 27% advertise for one type (13)

It therefore seems that the charities in our survey run a range of campaigns across a number of areas. These different campaign types presumably have different audiences, calls to action, scales of budget, etc. It is difficult to imagine that many charities have in-house expertise for every advertising type.



When we looked across the sectors and the scale of advertising spend, we found that international aid organisations did significantly less advertising on promotion of services, less on education/information, and more on fundraising.

Large charities spend more on everything, and there was not much difference between small and medium charities.

Type of Advertising	Fundraising	Education and information	Services	Other
Overall	85%	45%	49%	12%
Health	83%	50%	54%	12.5%
International aid	100%	36%	18%	9%
Social services	90%	50%	50%	20%
Small advertisers <€100k	80%	47%	44%	13%
Medium advertisers €100k-€500k	100%	44%	33%	11%
Large advertisers >€500k	100%	75%	75%	11%

W S

THE GOOD NEWS ABOUT LUNG CANCER IS THAT EARLY DIAGNOSIS AND NEW TREATMENTS ARE IMPROVING SURVIVAL

GET ANY COUGH LONGER THAN 3 WEEKS CHECKED WITH YOUR GP

THE BIG CHECK UP

Marie Keating FOUNDATION

ness Month

SAMARITANS

SOMEONE TO LISTEN

CALL 116 123 FREE

24/7

IN PARTNERSHIP WITH Dublin Bus

TFI

5. ADVERTISING BUDGET SPLIT

For the survey question ‘What percentage of your budget was spent in 2020 on fundraising, service promotion, and information/education campaigning?’, we gave five options, reflecting a range from 0 to 75%+.

We assumed that fundraising is where most budget is spent by far, and this turned out to be the case, with the results as follows:

- Almost 60% of organisations (28) spend more than 50% on fundraising
- Only 10% (5) spend more than 50% of their budget on service promotion as fundraising
- Only 6% (3) spend the majority on information/education campaigning
- 74% (36) spend little or nothing on service promotion
- More than 80% (40) spend little or nothing on information or education campaigning.

This shows that most organisations are advertising on a number different types of campaigns but the vast majority of budget is being spent on fundraising.

	Fundraising	Service promotion	Information/education
None	7	18	16
Less than 25%	10	18	24
26%-50%	4	8	6
51%-75%	10	2	3
More than 75%	18	3	0
Total no. of orgs	49	49	49

We broke this down further by charity sub-section below. For health organisations, we found that 50% spent little or no budget on fundraising.

Health	Fundraising	Service promotion	Information/education
None	6	7	7
Less than 25%	6	10	12
26%-50%	3	4	4
51%-75%	5	1	1
More than 75%	4	2	0
Total no. of orgs	24	24	24

For international aid, 8 out of 11 organisations spent the majority of their budget on fundraising, with little or no spending on the other two types of advertising.

International aid	Fundraising	Service promotion	Information/education
None	1	8	4
Less than 25%	1	2	6
26%-50%	1	0	0
51%-75%	3	0	1
More than 75%	5	1	0
Total no. of orgs	11	11	11

Social services organisations also spent most of their budget on fundraising.

Social services	Fundraising	Service promotion	Information/education
None	2	1	4
Less than 25%	1	5	4
26%-50%	1	3	1
51%-75%	2	1	1
More than 75%	4	0	0
Total no. of orgs	10	10	10

Commercial POV

While the commercial sector has many types of campaigns across industries, broadly speaking, they tend to fall into branding and sales activation/direct response types. Most brands need a combination for their advertising to be effective at driving a response week to week as well as in the long term. The balance between the two types of campaigns is a great source of debate. In recent times, it has tilted more and more toward short-term sales activation, driven by the highly targeted nature of digital campaigns.

The most famous piece of research into finding the optimum split of brand vs. activation is called “Effectiveness in Context” and was produced by The Institute of Practitioners in Advertising (IPA) in the UK. It found that as a general rule of thumb, advertisers should invest 70% in long-term brand building and 30% in short-term sales activation (although this can vary depending on the sector). Contained within the research is some guidance for charities. The findings suggest that due to the emotional nature of the category, charities could adjust their budgets to 56% for sales activation and 44% for long-term brand investment.

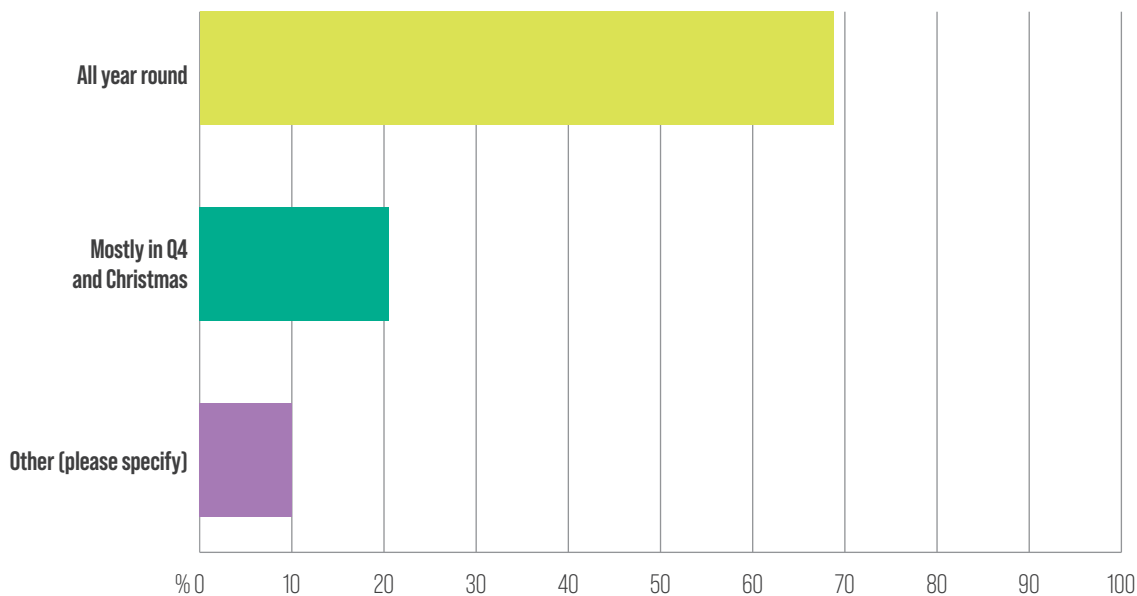
6. TIME OF YEAR

In order to determine whether there is any seasonality to advertising, the survey asked whether there is a particular time of year that charities advertise. We offered three options: all year round, mostly Q4/Christmastime, and other. We assumed that Q4/Christmastime would be the major time of year for most charity advertising.

Responses were as follows:

- 69% advertise all year round (34)
- 22% advertise at Q4/Christmas (10)
- 10% stated other (5)

We know from our work in fundraising that Q4 is the busiest period by far with direct mail, and this additional data gives us a good indication of just how reliant many charities are on Q4.



Specifications for 'other' included Lent, the start of the new year, and reactively.

When we looked across the sectors and the scale of advertising spend, we found that health was more prominent all year round, while social services were split primarily between all year round and Q4. Large advertising spenders were above average all year and significantly up on 'other'.

Time of year	All year	Q4/Christmas	Other
Overall	65%	22%	10%
Health	83%	8%	8%
International aid	73%	18%	9%
Social services	50%	40%	10%
Small advertisers <€100k	67%	22%	11%
Medium advertisers €100k-€500k	77%	22%	0%
Large advertisers >€500k	75%	8%	25%

Commercial POV

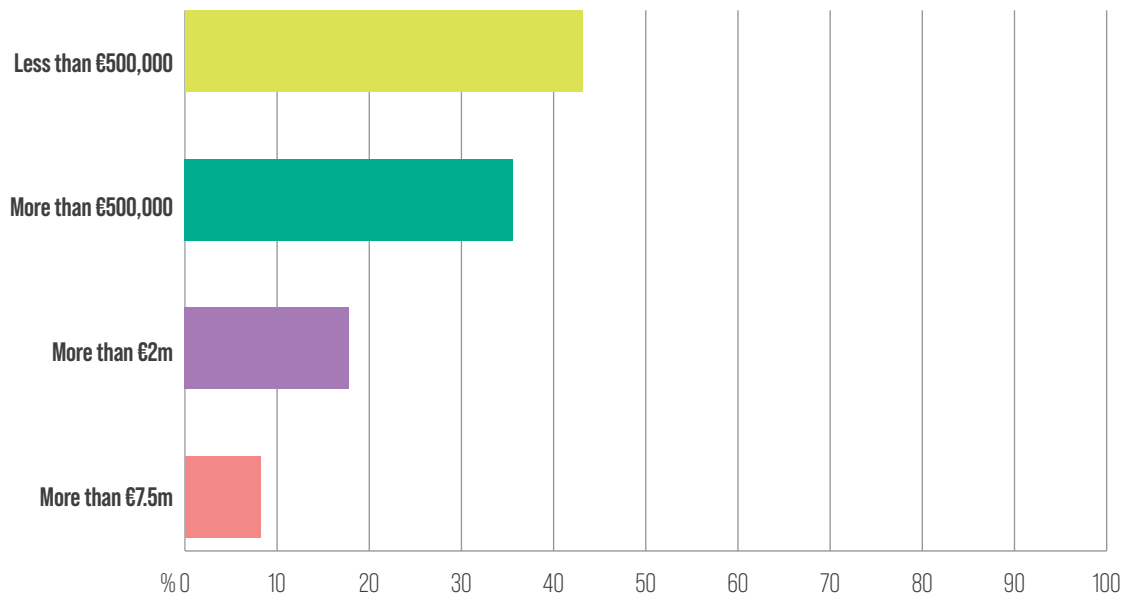
The commercial sector has seen a growing trend of advertising all year round on campaigns, although weights can fluctuate in line with demand patterns. As in the charity sector, Q4 tends to be the busiest period. This means that charities not only compete with not only each other for donors' attention, but also with the deep pockets of the commercial sector.



7. DONATIONS FROM INDIVIDUALS AND CORPORATES

In order to determine the connection between advertising and donations received, we asked: ‘How much of your income came from individuals and corporates in 2020?’ We provided five potential response ranges and discovered the following:

- 40% of organisations received less than €500,000 from donors/corporates (20)
- 35% received between €500,000 and €2 million (17)
- 16% received between €2 million and €7.5 million (8)
- 8% received more than €7.5 million (4)



We considered the three sub-sectors and the categories of advertising spend in order to identify any correlation between advertising spend and income raised. Evidence of a direct link can be seen in the results, summarised as follows:

- Nine out of ten small-budget advertisers raised the smallest sums.
- Eight out of ten medium-budget advertisers raised the medium sums.
- Two out of four large-budget advertisers raised the largest sums.
- International aid organisations raised the most in donations.
- One organisation raised in excess of €7.5 million and stated it spent less than €100,000 on advertising.

	<€500k	€500k-€2m	€2m-€7.5m	>€7.5m	No. of orgs
Overall	41%	35%	16%	8%	49
Health	48%	35%	9%	9%	23
International aid	27%	45%	9%	18%	11
Social services	36%	27%	36%	0	11
Small advertisers <€100k	56%	35%	9%	3%	34
Medium advertisers €100k-€500k	10%	40%	40%	10%	10
Large advertisers >€500k	0	25%	25%	50%	4

GET a Vaccine GIVE

unicef IRELAND
for every child

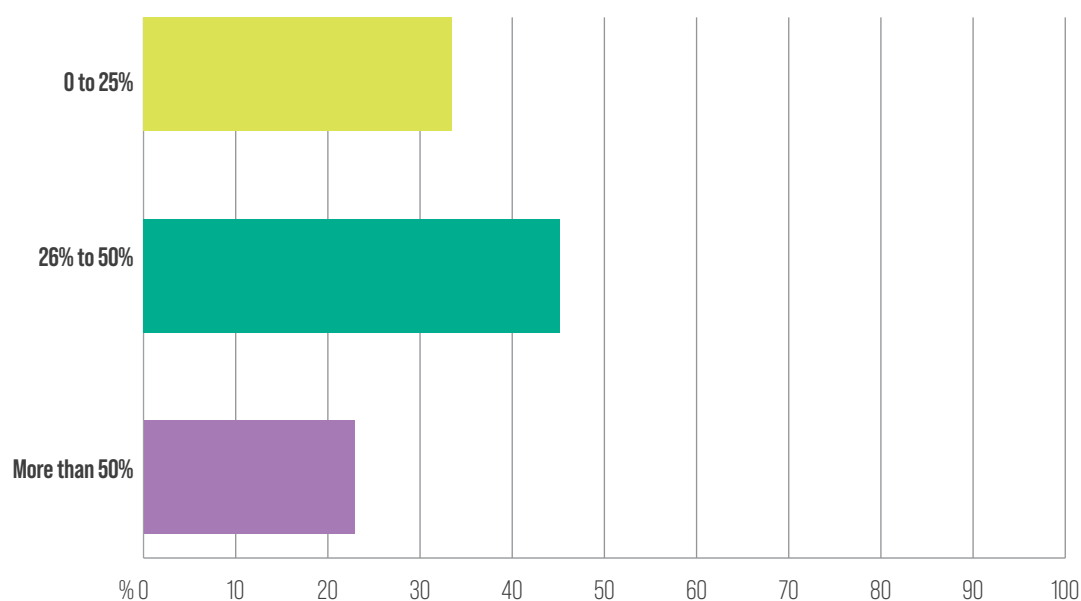
ENDING EXTREME POVERTY WHATEVER IT TAKES

8. Q4 DONATIONS AND ADVERTISING

For the survey question ‘How much of your total annual donations are received from October to December each year?’, responses were as follows:

- 33% stated 0%-25% (16)
- 45% stated 26%-50% (22)
- 22% stated more than 50% (11)

We were surprised to find that almost 80% of organisations received less than half of their total donations in Q4. We had assumed this figure would be higher.



Looking across the three sub-sectors and the three sizes of advertising spend, we found that large advertisers received the lowest percentages of donations in Q4, and small advertisers were more likely to receive larger percentages – so Christmas is very important to them.

	0%-25%	26%-50%	>50%	Total
Overall	16	22	11	49
Health	9	12	3	24
International aid	3	4	3	10
Social services	3	3	4	10
Small advertisers <€100k	12	15	7	34
Medium advertisers €100k-€500k	2	5	4	11
Large advertisers >€500k	2	2	0	4

SECTION C



Irish Heart

**STOP
TARGETING
KIDS**



James Oyet Latansio, General Secretary,
South Sudan Council of Churches



Trocaire



SECTION C

Digital Advertising Learnings

1. DIGITAL BUDGET PERCENTAGE

For the question 'What percentage of your advertising was digital in 2020?', we divided response options into light (0-25%), medium (25%-75%), and heavy (more than 75%). The results were as follows:

- 49% reported light digital advertising [24]
- 33% reported medium use [16]
- 18% reported heavy use [9]

We found that heavy users of digital were evenly spread across all three advertising sub-sectors. Health organisations were lower in light digital use, while international aid and social services were well below the averages for medium use.

Digital percentage	Light <25%	Medium 25%-75%	Heavy >75%
Overall	50%	35%	15%
Health	37%	46%	15%
International aid	64%	18%	18%
Social services	60%	20%	20%
Small	45%	30%	25%
Medium	45%	55%	0%
Large	75%	25%	0%

Commercial POV

The IAB produces an online ad spend report every year. The 2020 report estimated that online ad spend was €726 million, an 8% increase on 2019. According to most estimates, this reflects more than 50% of all ad spend in Ireland.

2. SPEND ON PAID MEDIA

In response to the question 'What paid media channels do you advertise on?', respondents listed Facebook (96%), Instagram (70%), and Google Ads (60%) as the most used. The least used were TV (24%), outdoor (24%), and paid content partnerships (20%).

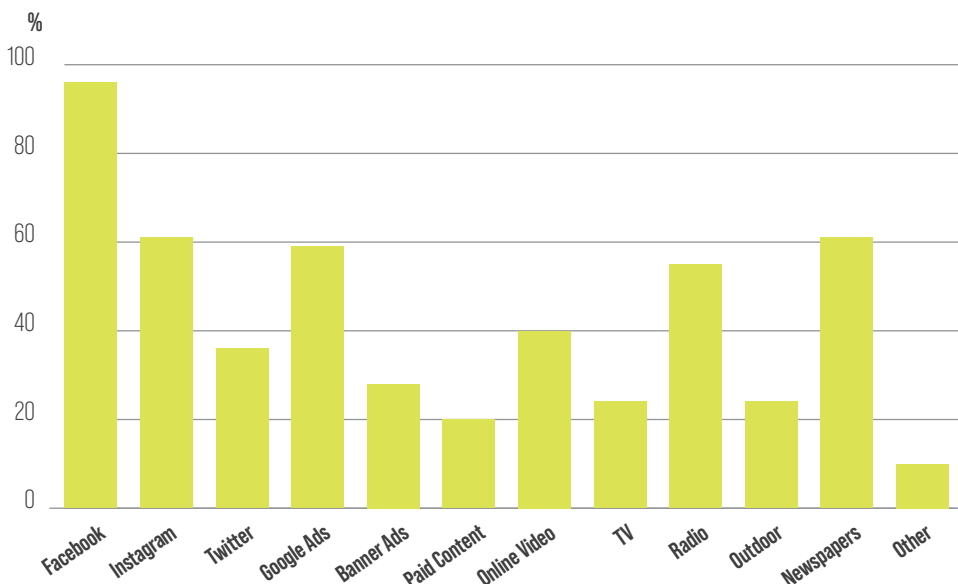
Social media advertising is the most used channel/medium, and all charities are using it to some degree. This follows a similar pattern to the commercial industry, with social taking an increasing share of budgets year on year. Facebook and Instagram, which are both part of the newly branded tech giant Meta, were ranked as the number-one platform. While Meta and other social platforms make it easy to create campaigns and boost posts, driving a response is highly specialised, so charities would do well to ensure they have the right skillsets to place to get the most from their budgets.

It is encouraging to see that around 20% of those surveyed have used paid content partnerships. This area continues to grow and is a great way to capture attention and drive engagement with donors.

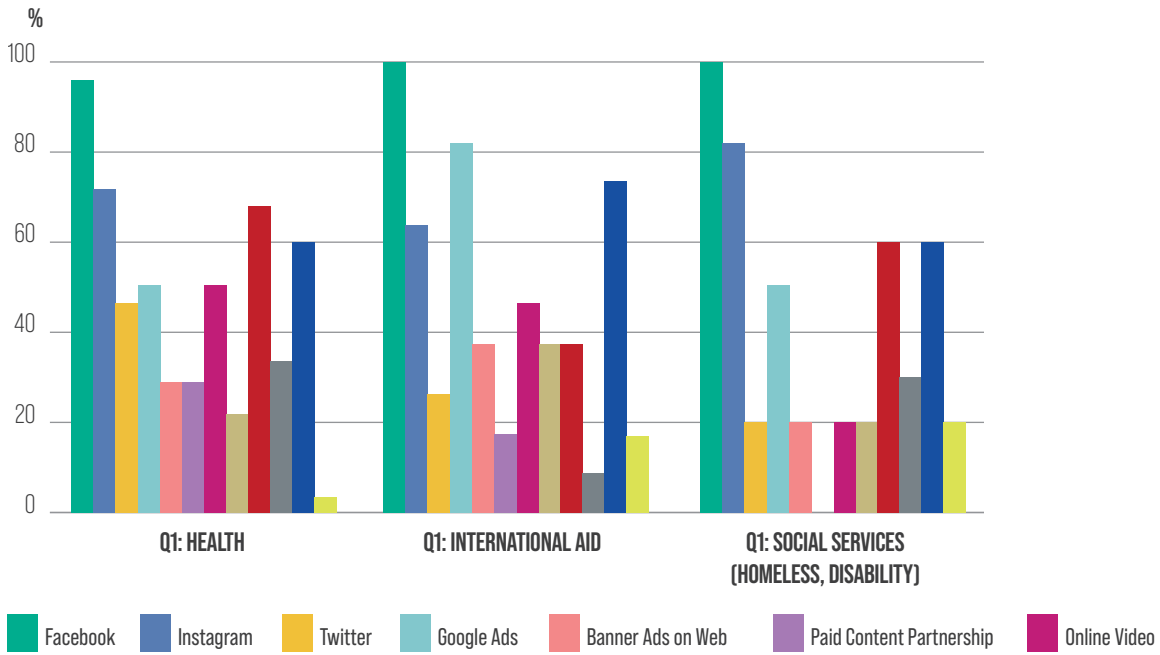
Twice as many advertisers reported using online video than using TV, which could be a result of the lower cost of online campaigns. With its ability to both generate emotion and drive a response, online video should be a key medium in the sector for years to come.

From an offline perspective, print and radio lead the way. This shows a broadly similar pattern to Nielsen data and other sources, with print overrepresented in the sector.

What paid media channels do you advertise on? Select all that apply:



What paid media channels do you advertise on? Select all that apply:



International aid charities were the most likely to use both Google ads and TV. Health charities had the most diverse range of digital options, with a greater use of Twitter, paid content, and online video.

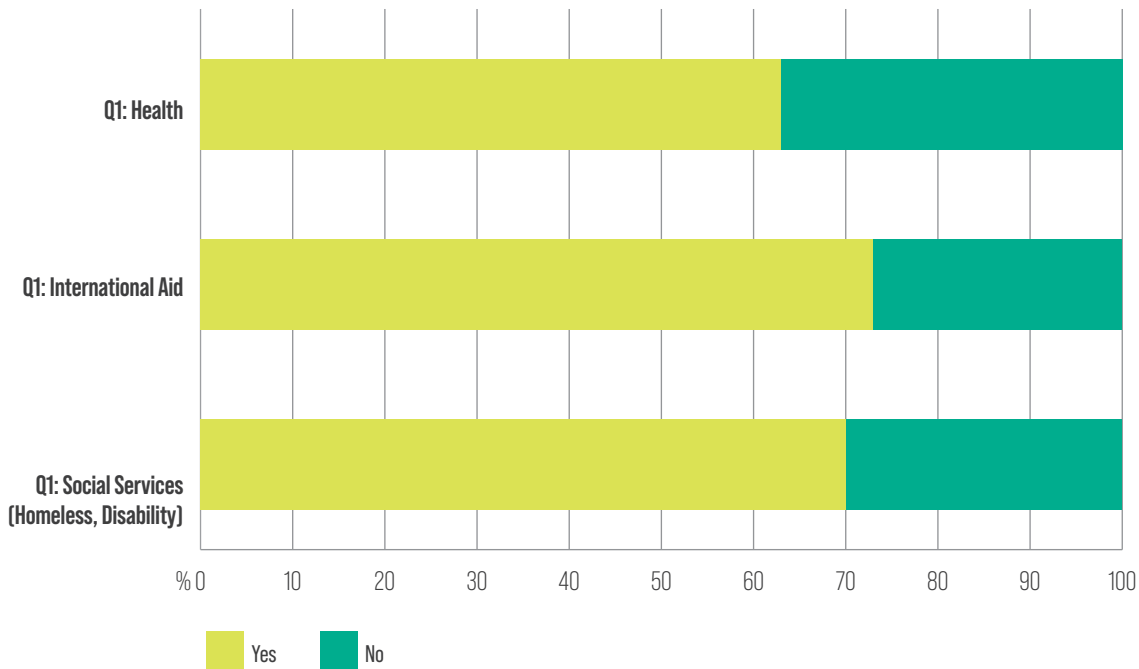


3. GOOGLE GRANTS

We asked respondents whether they used the Google Grants programme. A total of 70% stated they did, and 30% said they didn't.

There was little or no difference between the three sub-sectors.

Do you use the Google Grants programme?



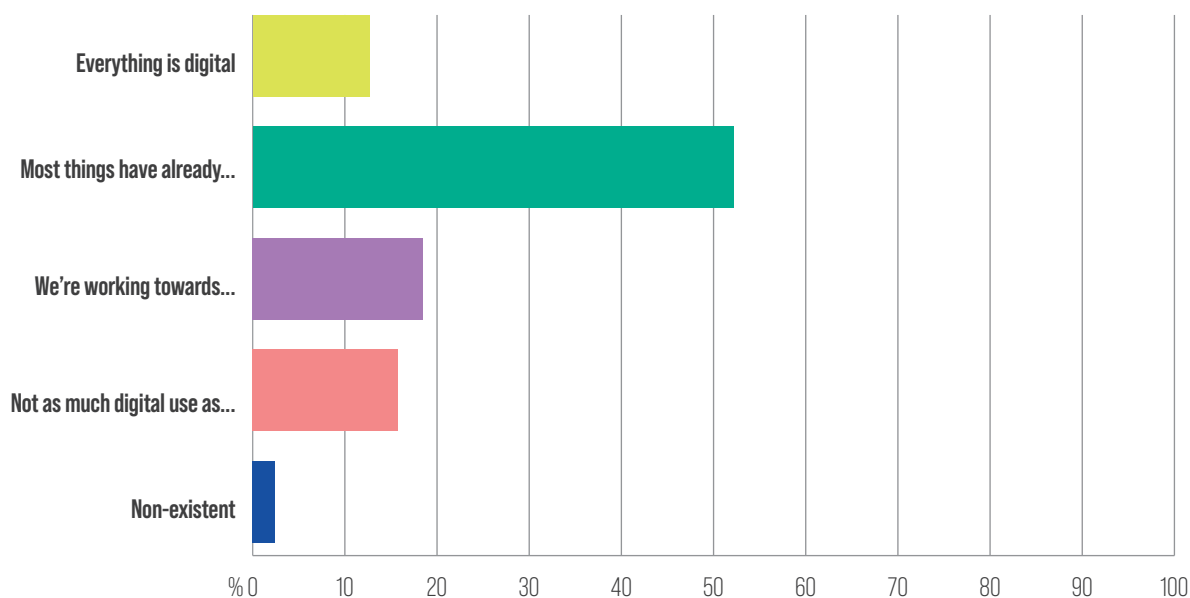
In terms of the scale of advertising spend, we found that all large advertisers used the free budget, with small advertisers the least likely to do so.

	Yes	No
Overall	70%	30%
Health	54%	46%
International aid	73%	27%
Social services	60%	40%
Small advertisers <€100k	61%	39%
Medium advertisers €100k-€500k	78%	22%
Large advertisers >€500k	100%	0

4. USE OF DIGITAL SKILLS

For the survey question, 'How would you describe the digital skills in your organisation?', respondents were offered a number of options ranging from 'everything is digital' to 'non-existent.'

More than 30 of the 49 organisations indicated that everything or most everything is digital, with only one organisation stating that their digital skills are non-existent.



The three sub-sectors vary a bit in this regard, with health being the most digitised, social services the least, and international aid falling slightly below average.

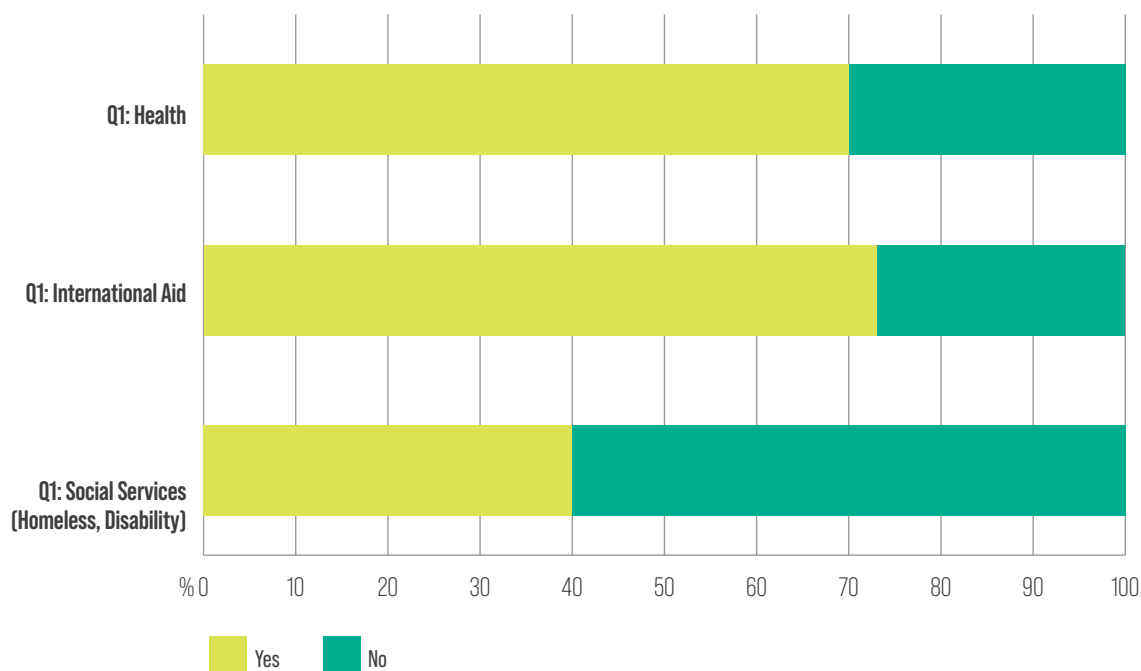
	Everything	Most	Working	Not as much	Non Ex
Overall	12%	51%	18%	16%	2%
Health	13%	58%	21%	8%	0%
International aid	18%	45%	9%	27%	0%
Social services	10%	20%	30%	30%	10%
Small advertisers <€100k	17%	42%	22%	17%	2%
Medium advertisers >€100k<€500k	0%	78%	0%	22%	0%
Large advertisers >€500k	0%	75%	25%	0%	0%

5. DIGITAL CONTENT STRATEGY

We asked whether charities have a digital content strategy, and 60% of respondents stated they did.

In comparing the three sub-sectors, we found that social services lagged well behind the other two at 40%.

Do you have a digital content strategy?



In terms of differences across size of advertising spend, we found that less than 60% of small-budget organisations had a digital strategy, whereas well over 60% of large-budget organisations did.

	Yes	No
Overall	63%	37%
Health	71%	29%
International aid	73%	27%
Social services	50%	50%
Small advertisers <€100k	64%	36%
Medium advertisers €100k-€500k	56%	44%
Large advertisers >€500k	75%	25%

Relevant UK studies and research

Looking again to the UK in the absence of Irish data on the topic, we have considered two recent reports in the digital sphere that are worth mentioning: The Charity Digital Skills Report and M+R Benchmarks Study.

Charity Digital Skills Report

Now in its fifth year, the Charity Digital Skills Report in the UK is an annual barometer of digital skills, attitudes, and support needs across the sector. The report tracks how these have changed year on year and analyses how other key building blocks for digital change are progressing, including leadership, strategy, governance, and understanding of user needs.

In 2021, the report found that the pandemic accelerated some areas of charities' digital development, with 60% now having a digital strategy in place. Other areas, however, have seen little progress.

A total of 365 charity professionals participated in the survey. Close to 90% of respondents were from registered charities, and of those, 49% were from organisations with a turnover under £1 million. More than a third of responses [36%] came from CEOs or those in leadership teams, closely followed by those in digital roles [31%].

Key findings

- **A total of 60% of charities now have a digital strategy in place – up from 49% in 2020.**
- **More than two-thirds of charities (67%) now see digital as a prime concern for their organisation, with a similar proportion planning investment in digital infrastructure.**
- **The pandemic saw 83% of charities changing their services in response to demand, starting to offer online services.**
- **Charities have been using digital to reach new people during the pandemic. Almost eight out of ten (78%) have deployed digital to speak to new audiences.**
- **Digital inclusion has become an issue for the sector, with 52% of charities worried about excluding some people or groups.**
- **Just under a third of charities (32%) say that IT is the biggest hurdle to achieving their digital plans.**
- **A similar proportion (31%) say their staff are burned out from the demands of intense remote working.**
- **More than half of charities (52%) would like their leadership team to provide a clear digital vision.**
- **Funders need to up their game with digital funding. Almost half (47%) of charities want to include core digital costs in all funding applications.**
- **Charities need guidance on understanding users, with 44% rating themselves 'poor' at using user research to inform new services.**

M+R UK Digital Benchmarks study

In 2020, nonprofits in the UK reported a 35% average increase in online revenue when compared to the previous year, according to the first M+R Benchmarks study.

Running in the U.S. for fourteen years and now brought to the UK by Rally and M+R, the Benchmarks Study reports on data for fundraising, digital ads, email, social media, website engagement, and mobile, as well as some of the differences between U.S. and UK digital programmes. Fifty-five UK charities participated, and results went live this month.

The study shows that the growth in online revenue was primarily driven by more people giving, rather than people giving more, with UK nonprofits receiving 27% more gifts in 2020 than they did in 2019.

They also reported disproportionate growth in cash giving, compared to both regular giving and data from their U.S. counterparts. While regular giving saw 22% growth, revenue from cash giving increased by 65% over the previous year.

The average cash gift declined from £55 to £49, while the average regular gift grew slightly from £9 to £10.

Key fundraising takeaways

- Total online revenue grew by 32% in 2020. Hunger and poverty groups reported a 173% increase in online revenue over the previous year.
- Revenue from monthly gifts increased by 25%, while revenue from one-time gifts increased by 37%. Monthly giving accounted for 19% of all online revenue in 2020.
- Nonprofits that engaged in Covid-19 response saw noticeably higher growth in one-time giving revenue than those that did not.
- Overall, 41% of online donors in 2019 were retained and made another online gift in 2020. The retention rate for new online donors was 25%; for donors with a previous giving history, the retention rate was 63%.

Email and social media findings

The study also shows that most email metrics – including open rates, click-through rates, response rates, and page-completion rates – improved in 2020. Email volume for UK organisations increased by 45%, but it was still far lower than email volume for U.S. nonprofits. In particular, fundraising message volume in the UK increased by 72%.

SECTION D



**Stay
connected
with a virtual cuppa**

#BrewMonday

A registered charity

SAMARITANS

THE GOOD NEWS
ABOUT LUNG CANCER
IS THAT EARLY DIAGNOSIS
AND NEW TREATMENTS
ARE IMPROVING SURVIVAL

GET ANY COUGH
LONGER THAN 3 WEEKS
CHECKED WITH YOUR GP



**THE BIG
CHECKUP**
Marie Keating
FOUNDATION



**GET
a Vaccine
GIVE**

unicef
IRELAND
for every child

SECTION D

Charity Discount Tracker

We contacted all the media owners or their advertising agents (except Digital) and asked if they offered any charity discounts and/or bonus free advertising to charities.

We worked off the Media Live database and we contacted everyone by email. We were able to target TV, cinema, outdoor, radio, national and regional press and national and niche magazines. Over a 6 to 8 week period we sent reminders and got over over a hundred responses.

The vast majority of them are open to supporting charity campaigns and appeals. There is a very wide range of discounts and offers and lots of them especially the smaller ones are very open to negotiation. Some of the larger media owners have specific discounts and we know that they generally stick to them.

1. TV/OUTDOOR/CINEMA

	Charity Discount	Comment
TV		
RTE Television	No Charity Rate	Charity Advertisers given discounts off costs in-line with all business based on volumes, campaign parameters etc. & they endeavour to overdeliver Charity advertisers on TV if market conditions allow
TG4	10% discount	
Premier Sports	35% discount off rate card	
OUTDOOR		
JCDecaux	No discount	Due to high levels of demand from charity organisations, they have a program where they work in partnership with 3 or 4 preferred charities on a bi-yearly basis.
Rebel Outdoor	50% discount	
CINEMA		
No response		

2. RADIO

	TAP Rate Card	Charity Rate	Comment
Today FM	€331	€166	50% Discount on TAP Rates
Newstalk	€325	€163	50% Discount on TAP Rates
MC 6	€822	€411	50% Discount on TAP Rates
Spin	€157	€79	50% Discount on TAP Rates
98FM	€80	€40	50% Discount on TAP Rates
Beat	€74	€37	50% Discount on TAP Rates
Spin SW	€91	€46	50% Discount on TAP Rates
iRadio NE	€79	€40	50% Discount on TAP Rates
iRadio NW	€79	€40	50% Discount on TAP Rates
4FM	€162	€81	50% Discount on TAP Rates
Urban	€776	€776	25% Bonus
FM104	€192	€192	25% Bonus
Q102	€121	€121	25% Bonus
96FM/C103	€211	€211	25% Bonus
Live (5	€75	€75	25% Bonus
LMFM	€64	€64	25% Bonus
Galway Bay	€62	€62	25% Bonus
WLR	€51	€51	25% Bonus
Clare FM	€54	€54	25% Bonus
East Coast FM	€61	€61	25% Bonus
Highland Radio	€60	€60	25% Bonus
KCLR	€50	€50	25% Bonus
KFM	€67	€67	25% Bonus
Midlands 103	€55	€55	25% Bonus
MWR	€63	€63	25% Bonus
Ocean	€54	€54	25% Bonus
Radio Kerry	€70	€70	25% Bonus
Radio Nova	€105	€105	25% Bonus
Shannonside & Northern Sound	€109	€109	25% Bonus
South East Radio	€53	€53	25% Bonus
Sunshine 106.8	€108	€108	25% Bonus
Tipp FM	€72	€72	25% Bonus
Red FM	€155	€155	25% Bonus

3. PRESS

	Charity Discount	Comment
National Press		
The Irish Independent	10% discount off advertising rates	
Irish Examiner	Minimum 50% discount	“However we do support certain charities with bonus insertions. Never guaranteed, we ask them to supply copy and we run where and when we can”
Irish Sun	Discounts range between 50-75% off ratecard	They support charities that are connected to their advertising clients (i.e. Lidl for Jigsaw ads, Vodafone for Childline). As a company they have their own charity partners each year that they support.
The Herald	10%-20% discount	
Weekly papers		
Irish Farmers Journal	50% rate card discount	“Then depending on the length and type of campaign we could look at added value.”
Sunday Newspapers		
Sunday Independent	10%-20% discount	
Sunday World	10%-20% discount	
Irish Mail on Sunday	50% discount	“Our official discount rate for Charities is 50% off our ratecard, however it nearly works out at about 80 – 90% discount that we give them. However we never normally stick to that. Depending on the Charity and our association with them we tend to run campaigns FOC for them. We partner with about 10 charities across our network (Irish Daily Mail, Irish Mail on Sunday, MailOnline, EVOKE, Extra.ie, RollerCoaster.ie and OneFabDay) and we run campaigns Free of Charge for our partners.”
The Sunday Times	50-75% Discount	
Irish Sun on Sunday	50-75% Discount	

NI papers		
Belfast Telegraph	10% discount	
Daily Mirror	No set rate, case by case basis	“We have some charities who work on a late deal basis therefore if we have a last minute spot at a reduced cost they take that but this varies depending on space”
The Sun	50-75% Discount	
Sunday Mirror	No set rate, case by case basis	“We have some charities who work on a late deal basis therefore if we have a last minute spot at a reduced cost they take that but this varies depending on space”
The People NI	No set rate, case by case basis	“We have some charities who work on a late deal basis therefore if we have a last minute spot at a reduced cost they take that but this varies depending on space”
Sunday Life	10% discount	
Regional Press		
Anglo Celt, The	40% discount	“We would also offer bonus advertising to local charities such as SOSAD as they, at present have no government funding and rely totally on either fundraising and donations.”
Argus, The (Dundalk)	20% discount	
Athlone Topic	No discount	“However, we do try our best to look after customers based on their bookings or offer extra’s, etc.”
Avondhu, The	50% discount	Example: 1/4 page ad normally €320 + VAT, discount is €160 + VAT. They don’t run bonus advertising but can include PR the week of advertising (space dependent, not guaranteed to be in same edition, may hold over to following week)
Bray People	20% discount	

Clare Champion, The	No set discount	“Yes we run charity rates here in the Clare Champion with various charitable companies once they are certified. The discount depends on the length of the advertising campaign. We also are aligned with local charities in Clare ourselves and give free advertising to those charities.”
Connacht Tribune & Galway City Tribune	25% discount	
Donegal News & Derry People	10% discount	Also offering added value of free editorial and photos
Drogheda Independent	20% discount	
Enniscorthy (& Gorey) Guardian, The	20% discount	
Meath Topic	No discount	“However, we do try our best to look after customers based on their bookings or offer extra’s, etc.”
Nenagh Guardian, The	40% discount	“””Full page advert €2022 plus vat (€1213.20 plus vat with discount) Half page advert €966 plus vat (€579.60 plus vat with discount) Quarter page advert €414 plus vat (€248.40 plus vat with discount)””” Standard rates compared to charity rates (Charity discounts in brackets).”
New Ross Standard	20% discount	
Offaly Topic	No discount	“However, we do try our best to look after customers based on their bookings or offer extra’s, etc.”
People Newspaper Group	20% discount	
Sligo Champion	No set discount	“We at the Sligo Champion are very much aware of the difficulties that all charitable organisations have been through over the past 18 months. We did a special feature for all charities in December/January whereby we gave each charity free advertising space. We also take into account our rates when we are quoting for specific sizes and are always willing to give the best possible value.”

Sligo Weekender	No official discount	No official structure for charity advertising, done on case by case basis, “depends on the budget, spend and frequency”
Southern Star, The	15% discount	
Tuam Herald, The		“Quarter page euro150 + VAT, normally euro420 + VAT Half page euro300 + VAT, normally euro800 + VAT Full page euro600 + VAT, normally euro1500 + VAT”
Waterford News & Star	50% discount	
Western People	No set discount	Rates offered on case-by-case basis
Westmeath Topic	No discount	“However, we do try our best to look after customers based on their bookings or offer extra’s, etc.”
Wexford People	20% discount	
Wicklow People	20% discount	
North-West News Group Publications		
Fermanagh Herald	10% discount	Also offering added value of free editorial and photos
Gaelic Life	10% discount	Also offering added value of free editorial and photos
Strabane Ireland	10% discount	Also offering added value of free editorial and photos
Tyrone Herald	10% discount	Also offering added value of free editorial and photos
Ulster Herald	10% discount	Also offering added value of free editorial and photos
North-West Brides	10% discount	Also offering added value of free editorial and photos
North-West Property	10% discount	Also offering added value of free editorial and photos
North-West Jobs	10% discount	Also offering added value of free editorial and photos

4. MAGAZINE

	Charity Discount	Comment
Ambulance Ireland Yearbook	50% discount	"In addition, there is the opportunity for editorial if required when advertising."
Archaeology Ireland	50% discount when space available	This applies to digital also
Ashford and Dromoland Castles Hotel Magazine	50% discount	"In addition, there is the opportunity for editorial if required when advertising."
Astir (Assoc. of Secondary Teachers, Ire)	5% discount	"If we establish a long-term relationship with a charity (as we have done in some instances), we will negotiate a higher level of charity discount."
Auto Trade Journal	No set discount	They have two preferred charities and a community sports club they work with (free gratis design work, advertising, website populating plus maintenance in their annual Corporate Social Responsibility plans), although occasionally they look at special cases for registered charitable causes related to the Irish automotive industry on a case by case basis ("one-off free or heavily discounted advertisement if the individual cause fitted a profile related to our readership in any of our print or digital publications")
Balbriggan Local Magazine	No discount	"competitively priced to allow charities to advertise so no there would be no further discount allowable"
Bar Review The (Journal of The Bar of Ireland)		[Same contact as Astir, have just followed up on this and Surveyors Journal]
Be Our Guest	15% off rate card prices (depending on the ad size)	Due to pandemic, paused any production of the Be Our Guest during over 2020 and 2021, unclear if there will be production in 2022

Big Issue Ireland	Discounts negotiated on individual basis	
Business Plus	No set discount, but does offer charity advertising discounts	Happy to offer one complimentary 1/4 horizontal strip in August issue releasing August 11, ad dimensions are 180mm wide x 80mm high, copy deadline is Friday 23 July
Cancer Professional	No discount	No charity rate but "we do look after clients with favourable ad rates"
Chambers Ireland Yearbook	50% discount	"In addition, there is the opportunity for editorial if required when advertising."
Curragh Racecourse Official Racecards	Not selling advertising space until they return to full capacity	
Diabetes Ireland	No discount	
Dining in Dublin	No set discount	"To be honest I haven't been approached by a charity before so it's hard to answer your question. That said, I have been promoting all restaurants, cafés, hotels etc on my website and social platforms for free for the last 15 months so I guess that's a form of charity - just trying to help the hospitality sector through this difficult time."
Drive Magazine	No discount	I rang and they said no
Dublin Port Yearbook	€1k for One full page ad (Rate card is €3k)	"with that you can have an editorial piece focussing on CSR and giving Often when I need a filler page I run this again free of charge." (This applies to all B2B Titles under Tara Publishing)"
Easy Food Magazine	30% discount	
Fire Call	50% discount	"In addition, there is the opportunity for editorial if required when advertising."

Food For Thought	20% discount	"there are some situations where an initiative hits very close to home for the hospitality sector and we will endeavour to do an amount of publicity free of charge for the organisation", Mark Mrhy wold like a copy of the report once it's ready
Food Ireland Yearbook & Diary	€1k for One full page ad (Rate card is €3k)	"with that you can have an editorial piece focussing on CSR and giving Often when I need a filler page I run this again free of charge."
Fórsa	50% discount	Production currently suspended, rates vary, hasn't been much demand for charity ads in the past but 50% discounts are offered and free space (1/4 page size) made available where possible, recommends asking for a small editorial piece to run along side the ad, "You should be able to get this FOC and just pay for the actual advert", right hand ads best for reader attention, "Discounts can also be applied to multiple runs - eg minimum 3 issues, artwork can vary from issue to issue. Always ask if there is an online version of the mag, and ensure the advert is included in that too. You online ad should include a link to you charity website etc. "
Forum	No discount	No charity rate but "we do look after clients with favourable ad rates"
Galway Now	20% discount	They offer an editorial along wih the discount
Garda Review	"Discounts based on the charity and their needs"	Editorials offered also
Garda Times	50% discount	"In addition, there is the opportunity for editorial if required when advertising."
GCN (Gay Community News)	50% discount	"Our quarter page is 400e+vat, they will obviously get it for 200e+vat."

Gloss Magazine, The	There is a discount*	*Thought Persuasion Republic was a charity and was willing to offer us a discount but asked to keep the rates confidential, I re-explained the purpose of this research and asked if I could put these rates in the report so that they could be shared with the charity sector, they would prefer that their rates aren't shared
GO ANCIENT EAST Magazine – The Magazine for Ireland's Ancient East	20% discount	
Go Wild Dublin Magazine	20% discount	
Go Wild "On The Lakes" Magazine for Ireland's Midlands and Waterways Region	20% discount	
Go Wild The Food Experience Magazine for Ireland's Wild Atlantic Way	20% discount	
Go Wild Tourism Magazine for Ireland's Wild Atlantic Way	20% discount	
History Ireland	50% discount when space available	This applies to digital also
Hospital Doctor of Ireland	No discount	No charity rate but "we do look after clients with favourable ad rates"
Hospital Pharmacy News Ireland	35% discount	
Hotel & Restaurant Times	Discounts are offered to "worthy charities"	
IMAGE Interiors Magazine	No set discount	I give huge packages and added value to our charity partners
IMAGE Magazine	No set discount	I give huge packages and added value to our charity partners
In Business (Official Quarterly of Chambers Ireland)	50% discount	"In addition, there is the opportunity for editorial if required when advertising."
Ireland at Your Leisure	50% discount	"In addition, there is the opportunity for editorial if required when advertising."
Ireland's Eye	No discount	"However, we do try our best to look after customers based on their bookings or offer extra's, etc."

IRFU Official Match Programme	50% discount	"Any charitable organisation who have an association with the IRFU gets complimentary advertising space in their publications"
IRFU Official Desk Diary	50% discount	"Any charitable organisation who have an association with the IRFU gets complimentary advertising space in their publications"
Irish Arts Review	25% discount off rate card	"The readership is predominantly ABC 1. Regular advertisers include: DAA/ Dublin Port Company/ ESB/ Patek Philippe/ Bultahup/ Sotheby's/ Christie's/ Bonhams/ Adam's/ Whyte's. Finance: Davy stockbrokers/ Matheson/ KPMG/ IPUT commercial property. *All Irish Government ministers, the Taoiseach and the President of Ireland, Michael D Higgins receive the Irish Arts Review. *All members of the business organisation, the Ireland-U.S. Council, in Ireland and America receive the Irish Arts Review. Circulation: 9,000 including 4,000 subscribers."
Irish Auto Trade Yearbook & Diary	No set discount	They have two preferred charities and a community sports club they work with (free gratis design work, advertising, website populating plus maintenance in their annual Corporate Social Responsibility plans), although occasionally they look at special cases for registered charitable causes related to the Irish automotive industry on a case by case basis ("one-off free or heavily discounted advertisement if the individual cause fitted a profile related to our readership in any of our print or digital publications")

Irish Car & Travel	No set discount	"Any such requests would be dealt with on a case by case basis. All of our advertising comes directly from the motor distribution industry."
Irish Catholic, The	No discount	"3 for 2 offer in place for adverts booked in the same size. There are also more extensive bundle packages available upon request."
Irish CV Workshop Magazine	No set discount	They have two preferred charities and a community sports club they work with (free gratis design work, advertising, website populating plus maintenance in their annual Corporate Social Responsibility plans), although occasionally they look at special cases for registered charitable causes related to the Irish automotive industry on a case by case basis ("one-off free or heavily discounted advertisement if the individual cause fitted a profile related to our readership in any of our print or digital publications")
Irish CV Workshop Yearbook and Diary	No set discount	They have two preferred charities and a community sports club they work with (free gratis design work, advertising, website populating plus maintenance in their annual Corporate Social Responsibility plans), although occasionally they look at special cases for registered charitable causes related to the Irish automotive industry on a case by case basis ("one-off free or heavily discounted advertisement if the individual cause fitted a profile related to our readership in any of our print or digital publications")
Irish Farmers Journal	50% discount	"Then depending on the length and type of campaign we could look at added value."
Irish Field, The	50% discount for registered charities	Normal rate is €27.50 per column

Irish Hospital Consultants Association Yearbook & Diary	50% discount	"In addition, there is the opportunity for editorial if required when advertising."
Irish Packaging Yearbook & Diary	€1k for One full page ad (Rate card is €3k)	"with that you can have an editorial piece focussing on CSR and giving Often when I need a filler page I run this again free of charge."
Irish Pharmacy News	35% discount	
Irish PharmChem Buyers Guide	€1k for One full page ad (Rate card is €3k)	"with that you can have an editorial piece focussing on CSR and giving Often when I need a filler page I run this again free of charge."
Irish Psychologist, The	No discount	No discount or bonus advertisement
Irish Racing Yearbook	45% discount	
Irish Runner	50% discount	Example: "if you went for a full page ad I can offer this to you for €850 (media pack asking rate €1,700)"
Irish Tyre Industry Association (ITIA) Yearbook & Diary	No set discount	They have two preferred charities and a community sports club they work with (free gratis design work, advertising, website populating plus maintenance in their annual Corporate Social Responsibility plans), although occasionally they look at special cases for registered charitable causes related to the Irish automotive industry on a case by case basis ("one-off free or heavily discounted advertisement if the individual cause fitted a profile related to our readership in any of our print or digital publications")
Irish Van & Truck (Van & Truck + SUV)	No set discount	"Any such requests would be dealt with on a case by case basis. All of our advertising comes directly from the motor distribution industry."
Irish Wedding Diary	30% discount	
Licensed Vintners Association (LVA) Directory & Diary	€1k for One full page ad (Rate card is €3k)	"with that you can have an editorial piece focussing on CSR and giving Often when I need a filler page I run this again free of charge."

Lietuvis (Lithuanian)	One extra free month on three month package, 10% discount on 1 month package	<p>"3 month package 1/8 page printed advertising size 125x75mm + 12 fortnightly post on Facebook page + banner 300x600pix on sidebar for 3 month €100 1/16 page printed advertising size 60x75mm+ 6 fortnightly post on Facebook page + banner 300x600pix on sidebar for 3 month €50 1/32 page printed advertising size 60x40mm + monthly post on Facebook page + premium classifieds ads on web for 3 month €30 For all charity we provide one extra month for free 1 month package 1/2 page printed advertising size 260x155mm + 4 weekly post on Facebook page + banner on web for 1 month - 150 € 1/4 page printed advertising size 125x155mm + 2 fortnightly post on Facebook page + banner on web page for 1 month - 50 € For all charity we provide 10% discount"</p>
Lusk Local Magazine	No discount	"competitively priced to allow charities to advertise so no there would be no further discount allowable"
Marketing	50% discount to registered charities when they take out an annual subscription to Marketing.ie magazine	"In terms of ads, we look at each booking individually and make a decision on the discount offer."
Mums & Tots	50% discount	

Nasha Gazeta (Russian)	One extra free month on three month package, 10% discount on 1 month package	"3 month package 1/8 page printed advertising size 125x75mm + 12 fortnightly post on Facebook page + banner 300x600pix on sidebar for 3 month €100 1/16 page printed advertising size 60x75mm+ 6 fortnightly post on Facebook page + banner 300x600pix on sidebar for 3 month €50 1/32 page printed advertising size 60x40mm + monthly post on Facebook page + premium classifieds ads on web for 3 month €30 For all charity we provide one extra month for free 1 month package 1/2 page printed advertising size 260x155mm + 4 weekly post on Facebook page + banner on web for 1 month – 150 € 1/4 page printed advertising size 125x155mm + 2 fortnightly post on Facebook page + banner on web page for 1 month – 50 € For all charity we provide 10% discount"
Nasz Glos – Polish Free Weekly	40% discount for registered charities in Ireland and other designated non-profit organizations	
Pharmacy Assist Ireland	35% discount	
Polska Gazeta	Free	"Due to the situation in the country, we are ready to provide advertising space for free. All companies that you recommend can use the Polska-IE portal. (www.polska-ie.com) The website deals mainly with issues of Irish politics and economy."
Pregnancy & Parenting	50% discount	"Our rate card rate for a full page colour is €2.300 we discount this rate by 50% to €1.200."
Professional Diabetes & Cardiology Review	No discount	No charity rate but "we do look after clients with favourable ad rates"
Professional Nutrition & Dietetics Review	No discount	No charity rate but "we do look after clients with favourable ad rates"

Public Works	No set discount	"We look at each request, and if we have space, offer special rates or free insertion for suitable charities"
Retail News	€1k for One full page ad (Rate card is €3k)	"with that you can have an editorial piece focussing on CSR and giving Often when I need a filler page I run this again free of charge."
Retail News Directory	€1k for One full page ad (Rate card is €3k)	"with that you can have an editorial piece focussing on CSR and giving Often when I need a filler page I run this again free of charge."
RTE Guide	20% discount	"20% off the rate card but "conditions generally allow for more". A suggested guide: Half page – €1,500 (rate card €4,150) Full page – €2,850 (rate card €7,450)"
ShelfLife	Free	"Traditionally we do not charge for charity advertising. However if there was large number of adverts we would have to look at some nominal fee. Also we can only guarantee free adverts where space is available"
Shelflife Directory & Diary	Free	"Traditionally we do not charge for charity advertising. However if there was large number of adverts we would have to look at some nominal fee. Also we can only guarantee free adverts where space is available"
Skipper, The		Wanted to know what the connection to commercial fishing was, I sent an email explaining the purpose of the research
Spanner, The	Up to 50% discount	Discount depends on campaign, and would also apply to would apply to their email database (75,000 16-24 yr olds), newsletters, online advertising on oxygen.ie, and on campus campaigns
Spectrum	No set discount	"We look at each request, and if we have space, offer special rates or free insertion for suitable charities"

Studies – An Irish Quarterly Review	No discount	They rarely sell ad space, don't have set rates, and clarified they don't offer charitable discounts
Surveyors Journal (Society of Chartered Surveyors Ireland)		(Same contact as Astir, have just followed up on this and The Bar Review)
Swords Local Magazine	No discount	"competitively priced to allow charities to advertise so no there would be no further discount allowable"
TV NOW	30% – 40% discount	"we will offer free space when available to support the charities we work with"
Tyre Trade Journal		
VFI Voice	No set discount	"We look at each request, and if we have space, offer special rates or free insertion for suitable charities"
VIP Magazine		"We can offer a full page reduced rate of €1,200 to place an ad with us." A full page created by VIP is usually €2,200 and to run finished artwork provided by the client is €1,800. Their normal half page option for €1,100. Rate card value of a full page in VIP is €4,300. They are working on their July issue at the moment, which goes to print later this week."
WIN – The World of Irish Nursing & Midwifery	No discount	No charity rate but "we do look after clients with favourable ad rates"
PharmaChem Yearbook	€1k for One full page ad (Rate card is €3k)	"with that you can have an editorial piece focussing on CSR and giving Often when I need a filler page I run this again free of charge."
Donabate Local Magazine	No discount	"competitively priced to allow charities to advertise so no there would be no further discount allowable"
Malahide Local Magazine	No discount	"competitively priced to allow charities to advertise so no there would be no further discount allowable"

KEY FINDINGS: WHAT DID WE LEARN?

In general

- About 200-250 charities are advertising every year.
- The size of the charity advertising spend is roughly €18million annually and it has been growing over the past 4-5 years.
- Top charity advertisers are spending at least between €300,000 to €1million per year.

Our survey

- The majority of charity advertisers are spending less than €50,000 per year.
- The vast majority of charity advertisers budget either increased or stayed the same during 2020.
- For the majority of charities less than 25% of their advertising was free or paid for by sponsors.
- Fundraising was the most likely use of advertising.
- 7 out of 10 charities advertise for least 2 types of campaigns e.g fundraising and promotion of services.
- Charities are using advertising and generating income all year round.
- Most charities are on their digital journey.
- 4 out of 10 charities spend over 50% of budget online.
- Social media appears in the paid media mix of nearly all charities.
- the vast majority of media owners offer charity discounts but the range is quite broad.

Persuasion Republic
Building 3, Kilmainham Square,
Kilmainham, Dublin 8,
Ireland, D08 YKKO

T. 01 453 6836

persuasionrepublic.ie

Havas Media Ireland
Havas Village,
48-50 Cuffe Street,
Dublin 2, D02 V9P0

T. 01 6766272

ie.havas.com