



**Persuasion
Republic**

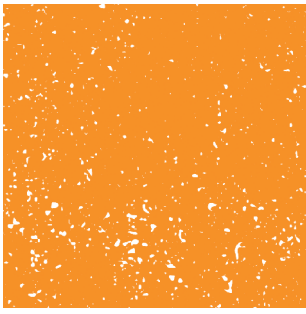


IN PARTNERSHIP WITH
CROSSBOW FILM

DRTV EVOLVED **ADAPTING TV** **FUNDRAISING** **IN A CHANGING IRISH MARKET**

CII INDIVIDUAL FORUM

WEDNESDAY 24 JANUARY 2024



INTRODUCTION



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TODAY

- DRTV history
- Digital is king
- The phone is struggling
- Creative best practice
- Music led DRTV
- New response techniques
- Critical digital journey

DRTV HISTORY

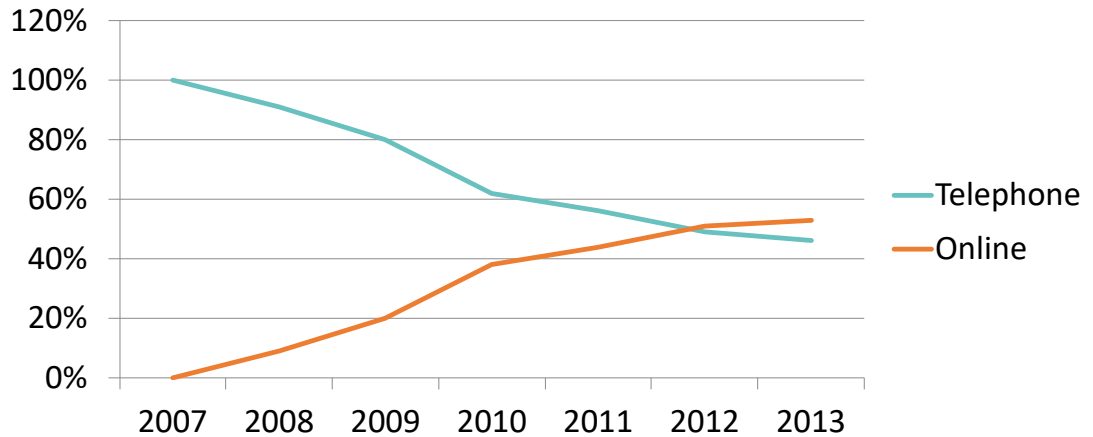
- First successful DRTV spot by NSPCC (National Society for the Prevention of Cruelty to Children) in the UK in 1991, when restriction on charities advertising on TV was lifted
- Their agency WWAV translated good fundraising practice from a top performing cold mailing into a TV format
- Still running DRTV successfully 32 years later

DRTV RESPONSE HISTORY

- Started with 100% telephone response
- URL's started being added in mid 2000's, 2007 in the Netherlands
- Added SMS callback in 2008
- Search words tested in 2011 as alternative to URL
- SMS single gift started in 2014 in the Netherlands, just after the UK, followed by conversion to monthly call - boosted declining response
- QR codes used from 2023 in some DRTV spots

DIGITAL IS KING

- Trend towards online response for 1-step to monthly giving is the biggest change in DRTV



DIGITAL IS KING

- Online response trend accelerated by lockdown boom in online shopping
- For example online monthly donors moved as follows for an animal charity in France:
 - 33% in August 2019
 - 47% in July 2020
 - 70% in August 2021
 - 90% in August 2023

THE PHONE IS STRUGGLING

- Confidence in the telephone is waning – scamming is getting worse, many people won't answer calls from numbers they don't recognise
- Fewer and fewer people use the phone to respond to DRTV
- Contact and conversion rates are declining, reversing lockdown trends
- Structure of call centre costs has become prohibitive for lower volumes of response – set-up fee, monthly management fee, operator costs, recording calls, line rental etc
- Some DRTV advertisers are dropping the phone completely to focus on optimising digital

TREND TOWARDS SINGLE GIFTS

- Ongoing cost of living crisis has hit monthly giving
- 95% onto monthly giving in the Netherlands in 2004, now closer to 35%
- Ireland decline from 40% in 2020 to around 15% today
- Same happening in the US, UK and many other countries

THE POWER OF TELEVISION

- The most compelling message in the most personal setting
- Undivided attention
- Sound always on
- Target audience still watching live TV

STORIES

- Our brains are hardwired to see the world in stories
- We understand our world in stories
- We find meaning and purpose in stories

EMPATHY

- It's all in the detail

ACTIVATING EMPATHY

- We all care
- But we are NOT all connected
- Stories connect us
- Empathy is triggered by small tangible, relatable detail



ALL ABOUT THE DONOR

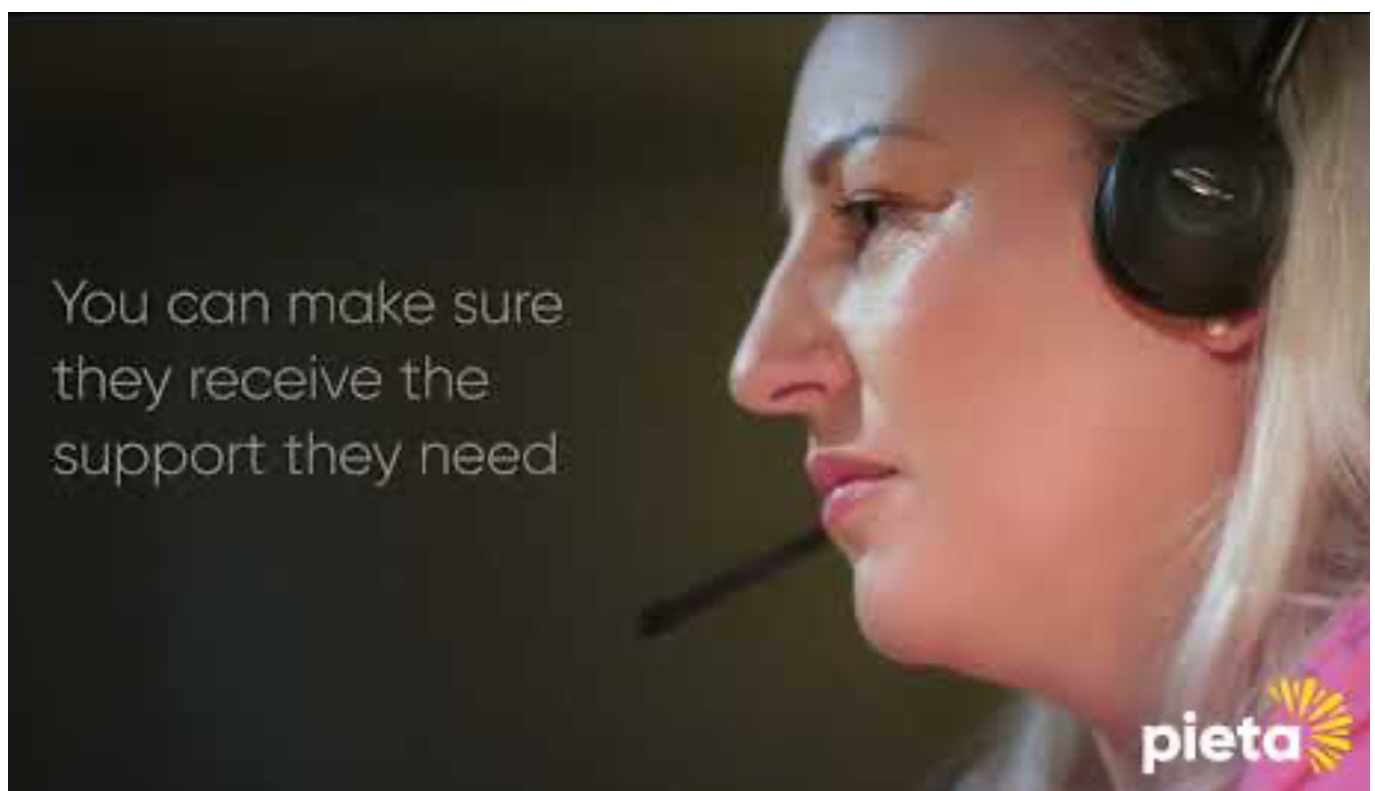
- Donor's perspective
- Donor's role
- Donor's emotion
- Donor's understanding and connection

CREATIVE BEST PRACTICE

- The tried and tested structure of most successful DRTV
- Urgent problem told in an emotional story
- Call to action
- Tangible solution to bring it close to a donor's reach
- Reminder of the problem
- Repeat of Call To Action

THE FORMULA

- Overall balance between problem and solution plays an important role
- Should be roughly 75% problem / 25% solution
- Straying from this is taking a risk - not advisable in your first test



MUSIC LED DRTV

- Music driven DRTV spots are harder to get right
- Best known is hugely successful MSF DRTV spot using 'Everybody Hurts' by R.E.M.
- Inspiration for Irish Red Cross's 'Always There' with Aslan's 'Hold On'



EMERGENCIES

- Irish incredibly generous in emergencies, have huge levels of empathy
- Only ask for single gifts
- Ukraine, Turkey-Syria Earthquake, now Gaza
- Speed is critical – use still photos if no video is available
- 30-second spots work as media tells main story



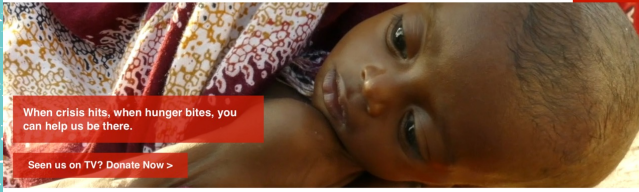
IT'S ALL ABOUT THE DIGITAL JOURNEY

- Using paid search to drive traffic to landing page
- Or using long running Grants campaigns to do the same
- Home page with DRTV creative prominent
- Well optimised donation page with monthly focus
- Where possible minimising other links to focus attention on completing the donation
- Including upgrade to monthly asks immediately when someone makes a one-off donation
- Setting up email journeys for new donors, especially for one-off donors to encourage upgrade to monthly

redcross.ie

Crois Dearg na hÉireann Irish Red Cross

About You Can Help What We Do Login Contact DONATE



When crisis hits, when hunger bites, you can help us be there.

Seen us on TV? Donate Now >

Donate to help where needed most | Become a Member, Volunteer | First Aid Courses | Find Missing Family

THANK YOU IRELAND for opening your doors!

OUR WORK IN IRELAND | INTERNATIONAL EMERGENCIES & AID | UPDATES AND ANNOUNCEMENTS

Pledge a Home on our Register of Pledges

Since the invasion of Ukraine in February 2022, over 10,000 households across Ireland have opened their hearts and homes to accommodate over 20,000 displaced Ukrainians. A powerful light of welcome, humanity and hope is shining in thousands of host homes and communities across Ireland. Thank you hosts for keeping it lit.

Urgent Appeal for the Humanitarian Crisis in Gaza

The devastation and escalation of hostilities in Gaza are taking a deadly toll on thousands of men, women and children throughout the region. Your support will enable the Red Cross and Red Crescent Movement efforts to provide food, shelter, water, and medical aid to those in need.

Request for Tender - New Strategy Planning

The Irish Red Cross is seeking tenders from suitably qualified consultants to carry out a programme of work to support the Irish Red Cross in developing a new strategic plan during 2024, for the period 2025-2030.


The objective of the strategic plan is to ensure Irish Red Cross's vision, mission and key strategic goals.

pieta.ie

Seen our TV ad? Give to Pieta to help people find their way back from suicide

Therapy Enquiries: Call 0818 111 124 | In crisis? Freephone 1800 247 247 or Text HELP to 51444

How We Can Help | Support Our Work | About | Events | Contact | Donate



Pieta's 24/7 Crisis Helpline receives over 300 calls every day.

Donate to help sustain Pieta's Free Crisis services >

2 of 2

How We Can Help?

We provide a professional one-to-one therapeutic service to people who are in suicidal distress, those who engage in self-harm, and those bereaved by suicide. All of our services are provided free of charge and no referral is needed.

Prevention Programmes

- Signs of Suicide
- Resilience Academy
- Amber Flag Initiative

→ Are you Feeling Suicidal? | → Help Someone Who is Suicidal

→ Are You Self-harming? | → I've Been Bereaved by Suicide

→ Help Someone Who is Self-harming

donate.redcross.ie

Crois Dearg na hÉireann Irish Red Cross

A monthly gift is the most effective way to support people in crisis

Monthly | One-off

€8 | €15 | €21 | €30

€ Choose your own amount

My details

Log in and donate with one click

Subscribe with Apple Pay

or enter details below

Email *

I am making a donation on behalf of an organisation

First Name *

Last Name *

Start typing your address... *

County

Phone number

We would love to stay in touch and share the impact of our

pieta.ie

Thank you for choosing to donate to Pieta

We need generous people like you to support our lifesaving work with a monthly gift to help fund our helplines. Sometimes it takes just one phone call, or one person who cares, to help someone begin to find their way back from suicide and feel safe. You can be that person.

Monthly | Single

Choose an amount to give each month Step: 1 of 4

€8 EUR | €14 EUR | €21 EUR

€30* EUR | Other Amount

Donate Monthly >

*Donations totalling €250 or more in a year can be worth 45% more to Pieta if you pay income or capital gains tax.

This site is protected by reCAPTCHA and the Google Privacy Policy.

Your monthly gift will help sustain Pieta services and help those in crisis to feel safe.

€ 8 a month could help our caring therapists answer more calls to our 24/7 helpline.

€ 14 a month could fund safety planning sessions between scheduled counselling sessions.

€ 21 a month could support initial crisis intervention across our Helpline and in-person therapy teams.

€ 30 a month could fund an entire programme of counselling for a person with suicide ideation.

How We Can Help

We provide a safe, professional, one-to-one therapeutic service to

YOUR DONATION

You are making a single donation of **£25.00**

[CHANGE AMOUNT](#)

SMALLER AMOUNT, GREATER IMPACT

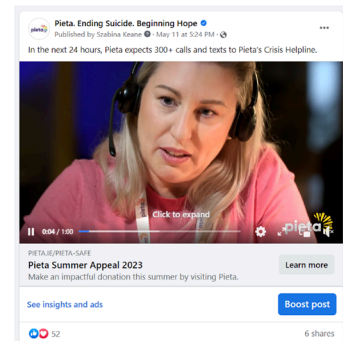
Smaller monthly donations can better support our long-term projects to reach more people around the world. Will you give a monthly gift?

[SWITCH TO A £5.00 MONTHLY GIFT](#)



In the next 24 hours, Pieta's Crisis Helpline will receive nearly 300 calls and texts.

We urgently need your help to answer those calls.



SUMMARY

- We have come full circle
- Digital - the new frontier
- Combining DRTV with Digital best practice



Persuasion Republic

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