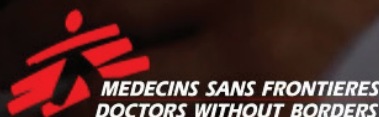




**Persuasion
Republic**

DRTVEVOLVED

**Your Step-By-Step Guide
to successful Television Fundraising
in a changing Irish market**



msf.ie

MAY 2025



**Persuasion
Republic**

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“We’ve loved working with **Persuasion Republic** to produce our new DRTV advert. It’s been a truly international effort with a project team from 4 countries, workshops in Copenhagen and Amsterdam, and filming in Johannesburg. **Persuasion Republic’s** input ensured the script and story are told emotionally and powerfully. Their whole team were amazing and a real pleasure to spend time with, both personally and professionally. They’ve also been brilliant at taking in our suggestions and comments on the creative so that the final advert and social media content meet our exact requirements. We would gladly work with them again.”

CLAIRE LESLIE

INDIVIDUAL GIVING ACQUISITION MANAGER,
SOS CHILDREN’S VILLAGES UK

WHY DRTV?

Direct Response Television (DRTV) is one of the most effective fundraising tools available to your organisation.

But the nature of DRTV is changing. The growth of digital and online response mechanisms fundamentally changed the way people respond to and interact with DRTV.

Together with our associates Rob Patmore (one of Europe's leading lights in DRTV) and digital expert Catherine Joyce, Persuasion Republic offers a unique and exclusive DRTV model designed specifically to meet the changing face of DRTV.

Our model combines powerful storytelling, the highest quality of production value and expert media buying with a robust and extensive digitally based conversion, stewardship and retention programme.

We have recently produced DRTV ads for Pieta, Focus Ireland, Irish Cancer Society, Irish Red Cross, MSF and SOS Children's Villages – an ad which is currently playing across the world in the UK, Denmark, Norway, The Netherlands, Poland and South Africa.

If you would like to know more about how Direct Response Television can help transform your fundraising, please contact our DRTV team.

Email: susan@persuasionrepublic.ie

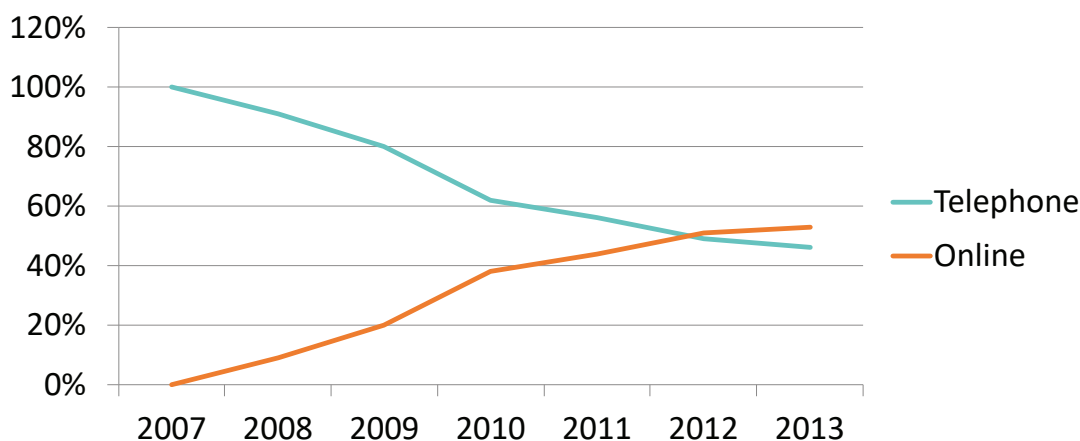
DRTV A SHORT HISTORY

- Direct Response Television has long been used by commercial advertisers.
- The first successful DRTV spot by a charity was created 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.
- NSPCC are still running DRTV successfully 32 years later.

HISTORY OF RESPONSE MECHANISMS

- At first, the response mechanism was 100% on the telephone.
- In the mid-2000s URLs began being used.
- SMS Callback started to become a response mechanism in 2008.
- QR codes started to be used from 2023 in some DRTV spots.

Today, the trend towards an online 1-step response for a monthly ask is the biggest change in DRTV



The COVID pandemic accelerated towards increased use of digital response mechanisms.

For example, for one animal charity in France, the percentage of donors who were recruited online changed as follows:

- 33% in August 2019
- 47% in July 2020
- 70% in August 2021
- 90% in August 2023

(Figures based on a number of specific previous campaigns.)

THE POWER OF TELEVISION

- It is widely known and accepted that the television remains one of the most powerful communication tools. But we often don't stop to analyse why.
- There are a number of key factors that make television an effective tool for fundraising.
- You are speaking to donors in a very private and personal setting.
- You have their undivided attention.
- Very importantly, the sound is almost always on.
- Our fundraising target audience is still watching live TV.
- Television allows you to communicate with moving images, which are a much more direct and effective way of evoking an emotional response.
- Our brains are hardwired to see the world in stories. We find meaning and purpose in stories.
- Stories you have to tell are far more compelling than much of the fictional content that surrounds them on television.

DRTV CURRENT TRENDS

NO ONE IS ANSWERING THE PHONE

- Confidence in the telephone is waning – largely led by people's reluctance to answer calls from numbers they don't recognise due to the large number of scam phone calls.
- So, contact as well as conversion rates are declining.
- At the same time, fewer and fewer people use the phone to respond to DRTV, even with freephone numbers.
- The structure of call centre costs has also become prohibitive for lower volumes of response. These normally include set-up fees, monthly management fees, operator costs, recording calls, line rental etc for a relatively small number of donors.
- Consequently, many DRTV advertisers are dropping the phone completely to focus on optimising digital.

TREND TOWARDS SINGLE GIFTS

- The ongoing cost of living crisis has hit monthly giving.
- 95% immediately choose monthly giving in the Netherlands in 2004. That figure is now closer to 35%.
- This is being reflected in Ireland, the UK and many other countries.

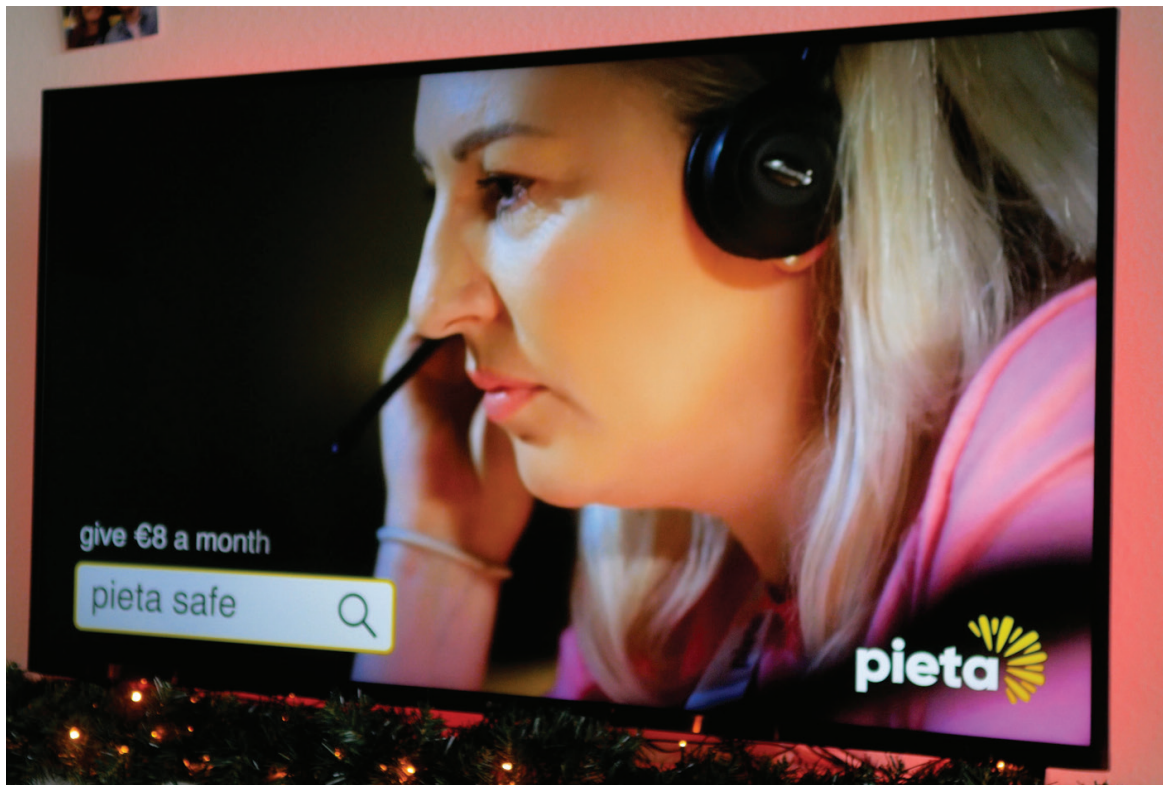
DRTV CREATIVE BEST PRACTICE

DRTV is one of the most tried and tested forms of fundraising. As a result, a clear formula has emerged. Breaking away from this formula can be risky and it's certainly not advisable in a first test of DRTV for your organisation. These ads require the viewers undivided attention.

THE FORMULA

- It should present an urgent problem in an emotional way.
- It should present a tangible solution to bring it close to a donor's reach.
- It should present a clear Call to Action.
- It should present a reminder of the problem.
- And then repeat the Call to Action.

The overall balance between problem and solution plays an important role. It should be roughly 75% problem/25% solution.



THE ASK

- For economic viability, it is best to focus on a regular giving ask. However, to do this, one must clearly spell out in the ad what the specific impact of a regular gift will be.
- Single gift asks are more suitable for Christmas and emergencies.

THE LENGTH OF YOUR AD

- TV is an emotional medium. For that emotion to fully engage, the ideal length for a DRTV ad is 60 seconds. In some cases, the TV ads have run as long as 90 and 120 seconds.
- Shorter 30 and 45-second versions are common but serve best as reminders of the main ad. Unless you have a very simple subject and a strong brand or are only asking for a single gift.

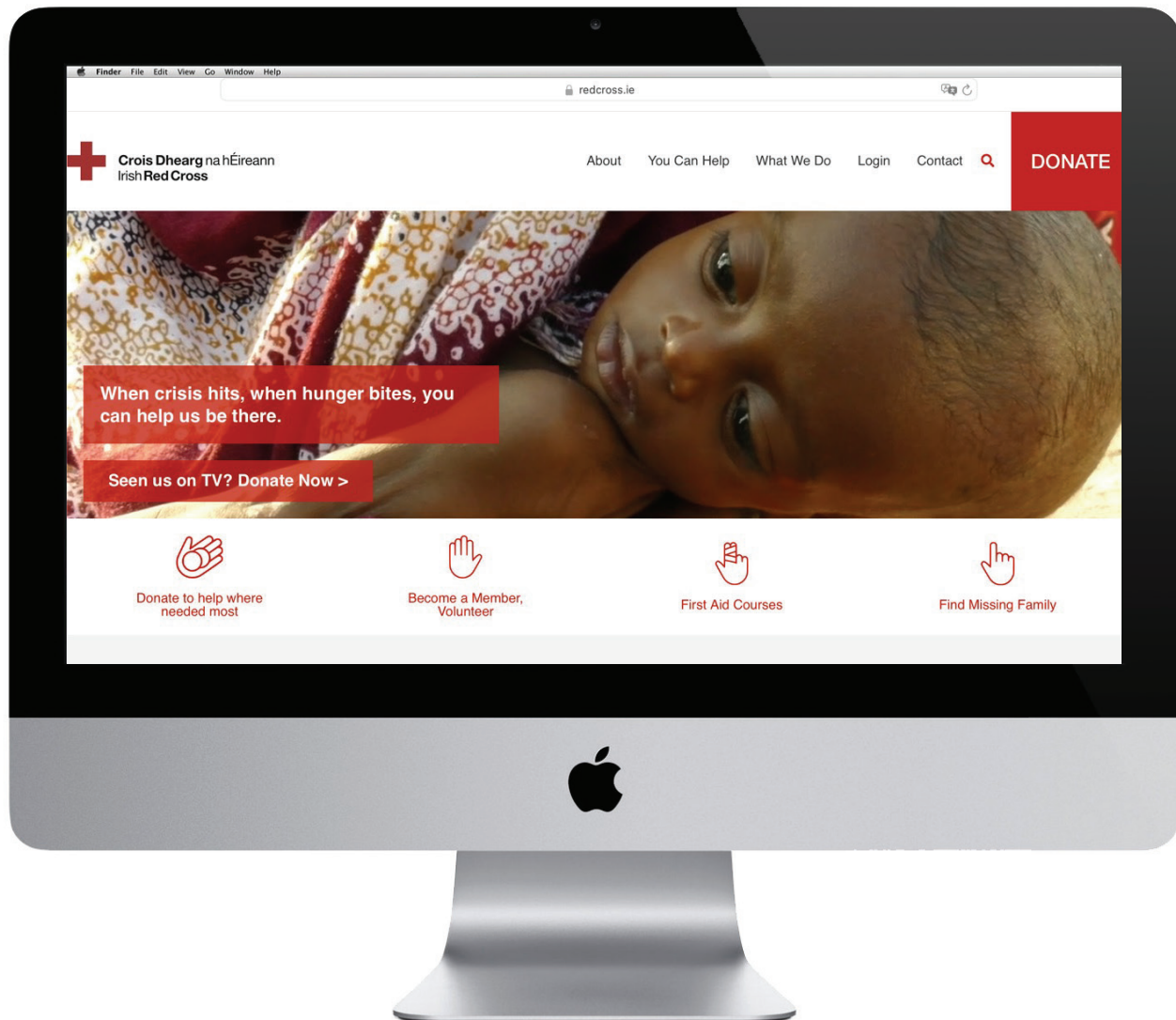
DRTV GETTING THE BEST RESPONSE

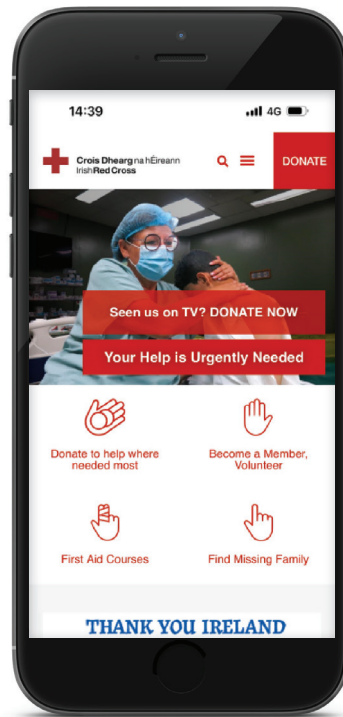
With the rise in online response, it is absolutely critical that you optimise and test the digital journey that your donors embark on.

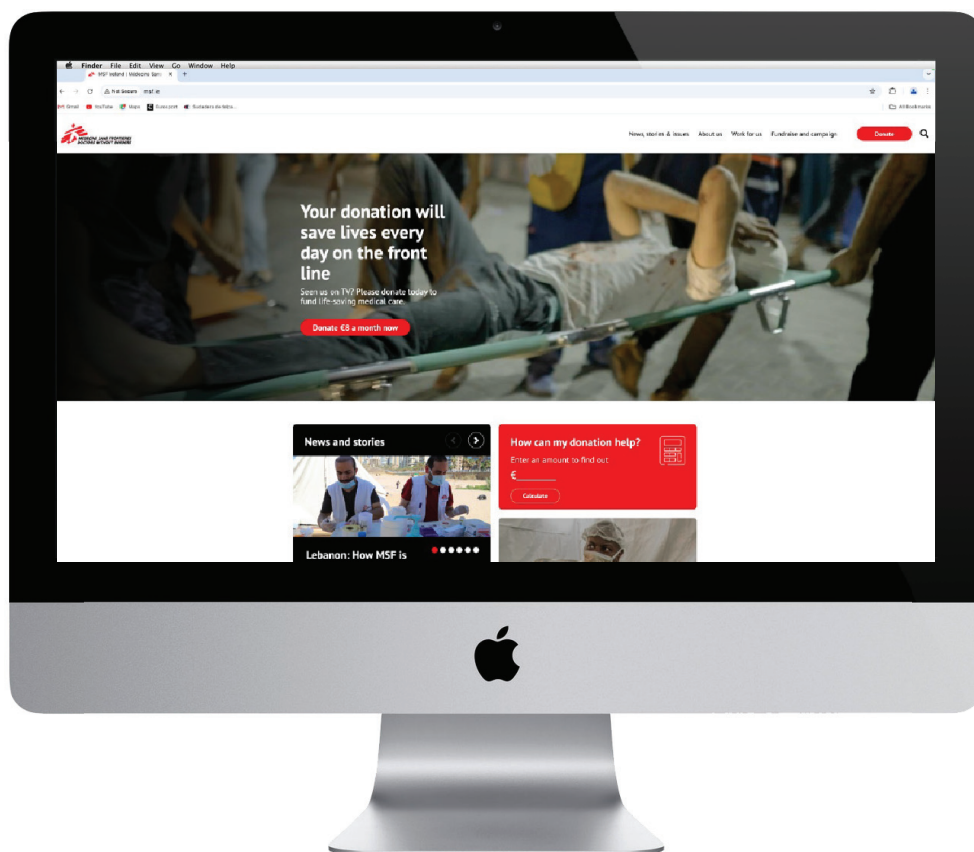
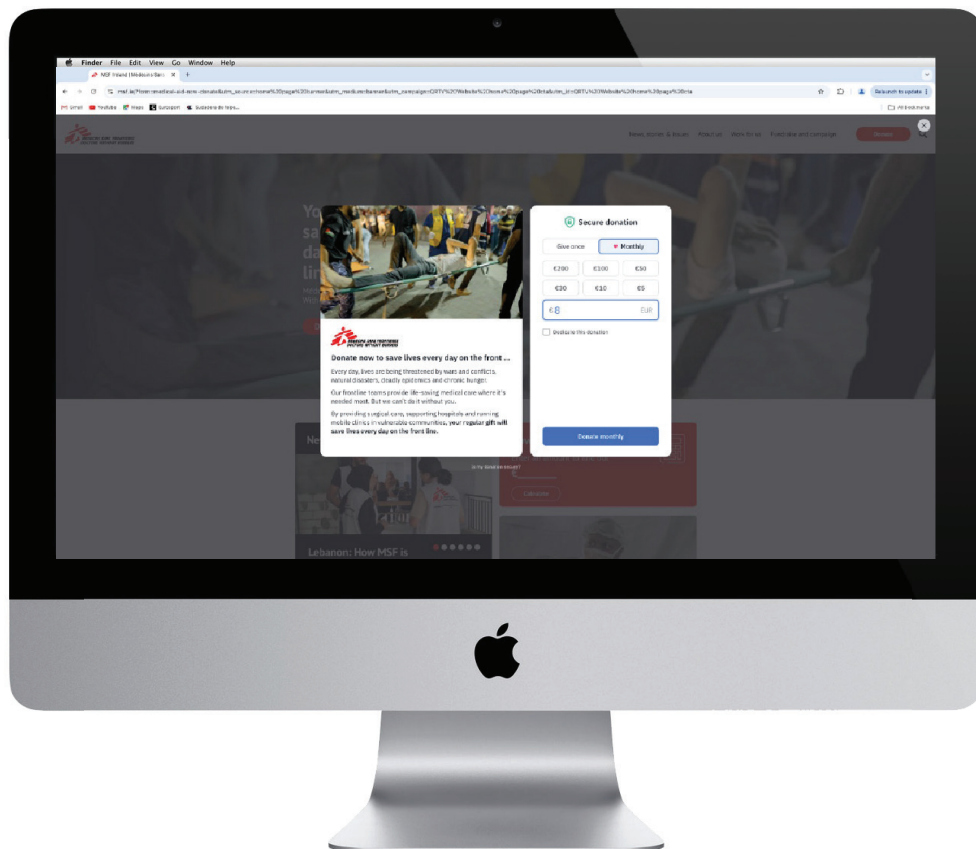
HERE ARE SOME KEY STEPS TO CONSIDER

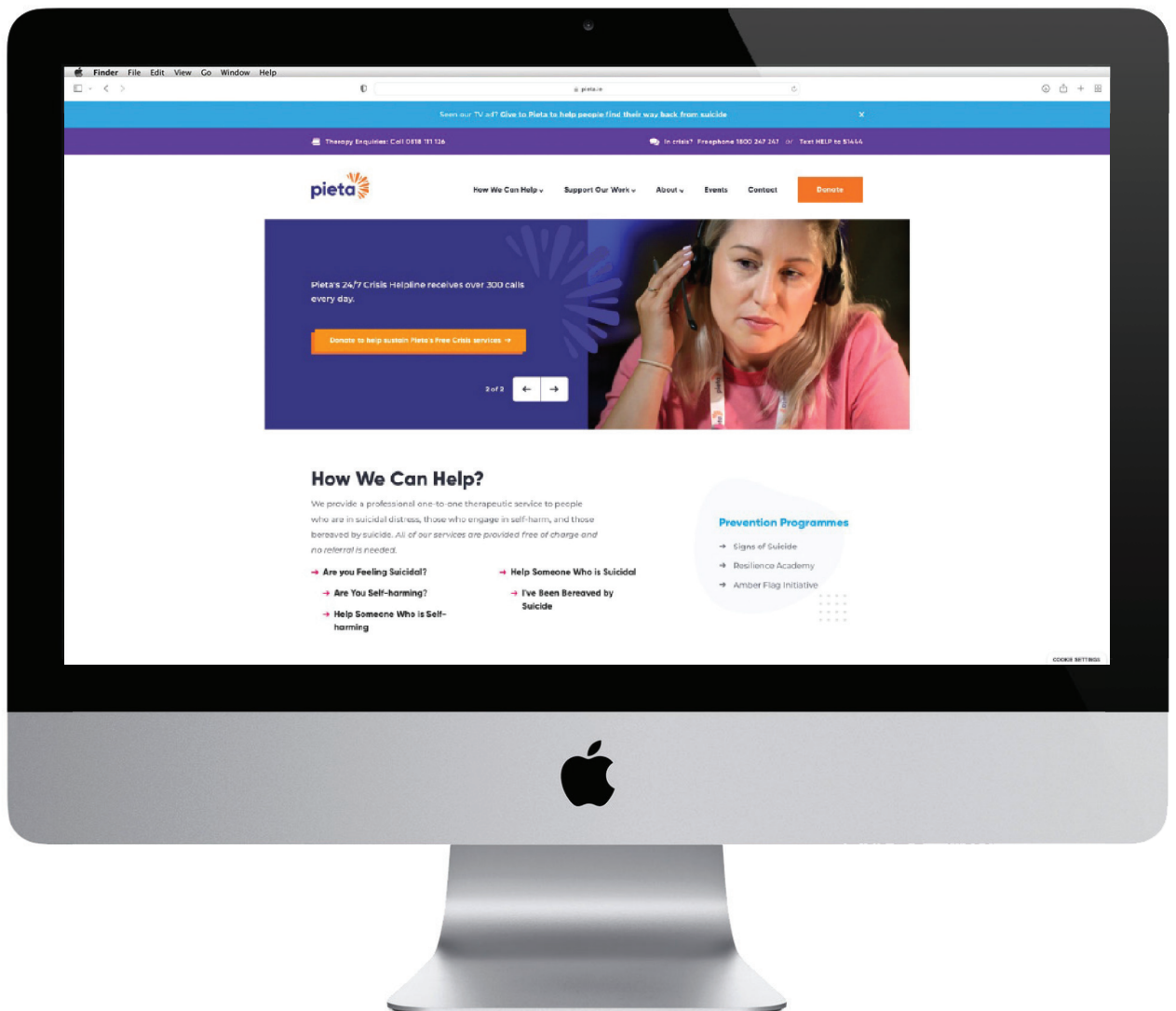
- Use paid search to drive traffic to your landing page.
- Make sure your Campaign creative is dominant on your homepage.
- Optimise your donation page with a monthly focus.
- Where possible minimise other links to focus attention on completing the donation.
- Including upgrade to monthly asks immediately when someone makes a one-off donation.
- Set up email journeys for new donors, especially for one-off donors to encourage upgrade to monthly.

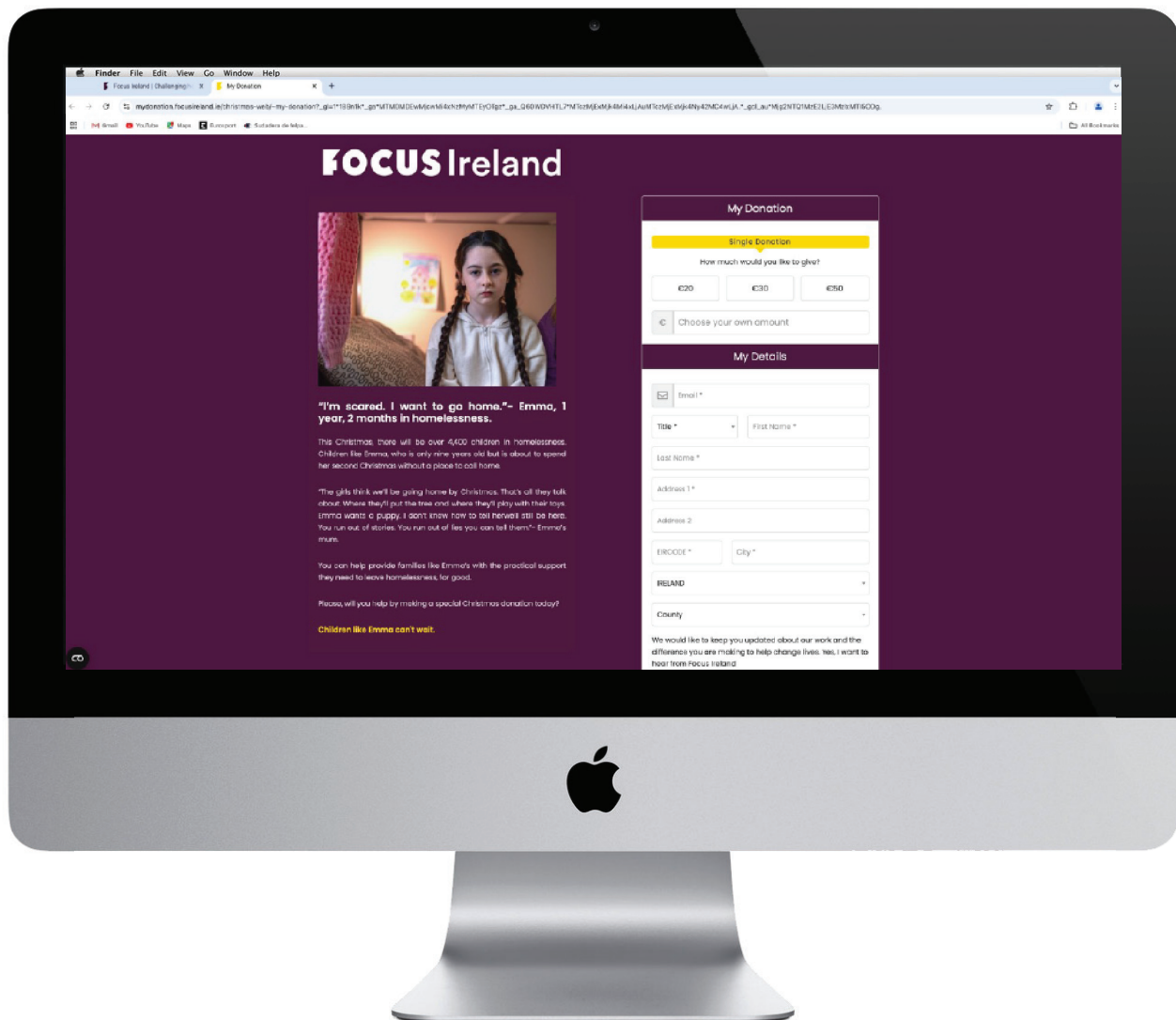
EXAMPLES OF EFFECTIVE HOME AND LANDING PAGES











EXAMPLES OF STILLS FROM OUR DRTV ADS







FOCUS
Ireland

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