

## Exec Summary

Our donors were ageing out of the market. We needed to broaden our demographic in order to secure our future. Our insight showed that young donors are motivated by instant gratification; connecting donations to a tangible impact is key to attracting them. Tv offered a direct route to our all our audiences and was key in delivering our business objectives.

## Background

The number of people donating has declined over the last 11 years in Ireland, dropping from 75% to 63% with SVP's core donor base down 13%. For donations, SVP rely on 'unconditional giving' - a solitary decision based on individual moral judgement that it's the right thing to do. This is common for older generations and much of this happens at the church gates. But church attendance was dropping as younger people abandoned that ritual. Then the pandemic hit. With churches and charity shops closed, and on-street collections wiped out, we were left without our reliable donation channels.

## Insight / Creative Idea

### Seeing the impact is what makes an impact

Our insight was inspired by an SVP volunteer when asked what kept her motivated after 30 years of volunteering.

*"It's not the people I help week after week, it's the person that we help one time, and then never hear from again. It takes one small thing to tip a person into poverty, but it takes one small thing to get them out of it."*

This was a revelation and became the cornerstone of our core insight. Acknowledging that not all problems rely on systemic change, freed us up to connect more immediately with a new audience. But to really resonate with new, younger donors, we leaned on Behavioural Science techniques - identifying the 'distance bias' as a powerful lever.

This meant, rather than presenting the problem of poverty as an overwhelming unsolvable issue, we needed to provide *our audience* with a solution. To drive them to action not apathy. They are used to instant gratification; likes, shares and comments are their currency. And so, we landed on our core insight.

Younger donors are motivated by instant gratification; connecting donations to a tangible impact is key.

## Strategy: (150 words)

Our strategic idea was to leverage the desire for instant gratification in order to drive donations with a younger audience.

We set out to make the invisible bond, between donor and recipient, visible to a younger audience. Everything we did, had to show a direct impact of a SINGLE donation. Tv allowed us to tell this story like no other medium, we needed impact and scale and our content was designed with connection in mind and adapted for to TV's ability to help drive that instant 'gratification'.

## Execution

In two campaign bursts throughout 2020 & 2021, we wanted to highlight that every donation is a direct intervention that avoids these impossible choices, and this key message needed to be communicated at every touchpoint.

### *Touchpoints & Media*

The campaign came to life across numerous touchpoints and platforms: 30 second TVC, press, OOH, Posters, digital display and social. We shifted our media buying to enhance our connection with all audiences, moving paid support from niche mediums to broadcast channels like TV.

### **Results:**

We experienced increased donations, landed more long-term donors and grew our base of young donors to help create a more sustainable donor base and future for SVP. Donations more than doubled to €10.27m. Our long term challenge was to change the collection channel by growing online donations (+255%) and direct debit donations (+30%)

### *Highlights included:*

- Value of donations grew by +175%, with online donations up 255%.
- In a period when the amount of people donating to charity dipped overall (-1%) we saw a donor increase (+13%)
- The holy grail of fundraising - direct debits increased by 30% 767 new DD donors were recruited, an increase of 187% on 2019 and estimated ROI of +1229%.

### *Despite the downward trajectory of charities, SVP saw:*

- SVP had an 13% increase in recruitment, which is 382% up on the average increase across the charity competition of 3.4%.
- Increased brand supporters by recruiting an extra 500 new direct debit donors which is +187% in 2019.
- 

Significantly for future growth, the campaign resulted in +1795% in donations from 18- 24 and +1260% amongst 25-34 years olds.