

# Support available now!

## Free fundraising website builds

No set-up costs, no charity platform fees.

Perfect for:

- Urgent appeals
- Virtual Fitness challenges
- Virtual 'DIY' Fundraising challenges
- Social fundraising campaigns

## Free 2-Hour fundraising strategy consultations

2 hours of ideation, analysis, strategy.

Perfect to:

- Help you devise the right ideas
- Engage your audiences, the right way
- Support your supporters
- Motivate your participants

The  
us&us  
collective.

[funraisin.co/usandus-support](https://funraisin.co/usandus-support)



# The us & us collective.

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DRTV AND VIDEO  
CHARITY APPEALS





# We are a community

**Together, we can make anything  
possible, anywhere.....**

# Questions

**Please ask questions via the Q&A**  
We will aim to answer as many as possible at the end.





# EFFECTIVE DRTV FUNDRAISING IN EXTRAORDINARY TIMES

WPNC 

 funraisin

  
massive

# Your WPNC / AfC team today...



**Dan Martin**  
Digital Strategy  
Director



**Maria Phillips**  
Director of  
Film and TV



**Bob Nash**  
Creative  
Director



**John Eversley**  
Managing  
Director



**Susan Davidson**  
Marketing and  
Fundraising

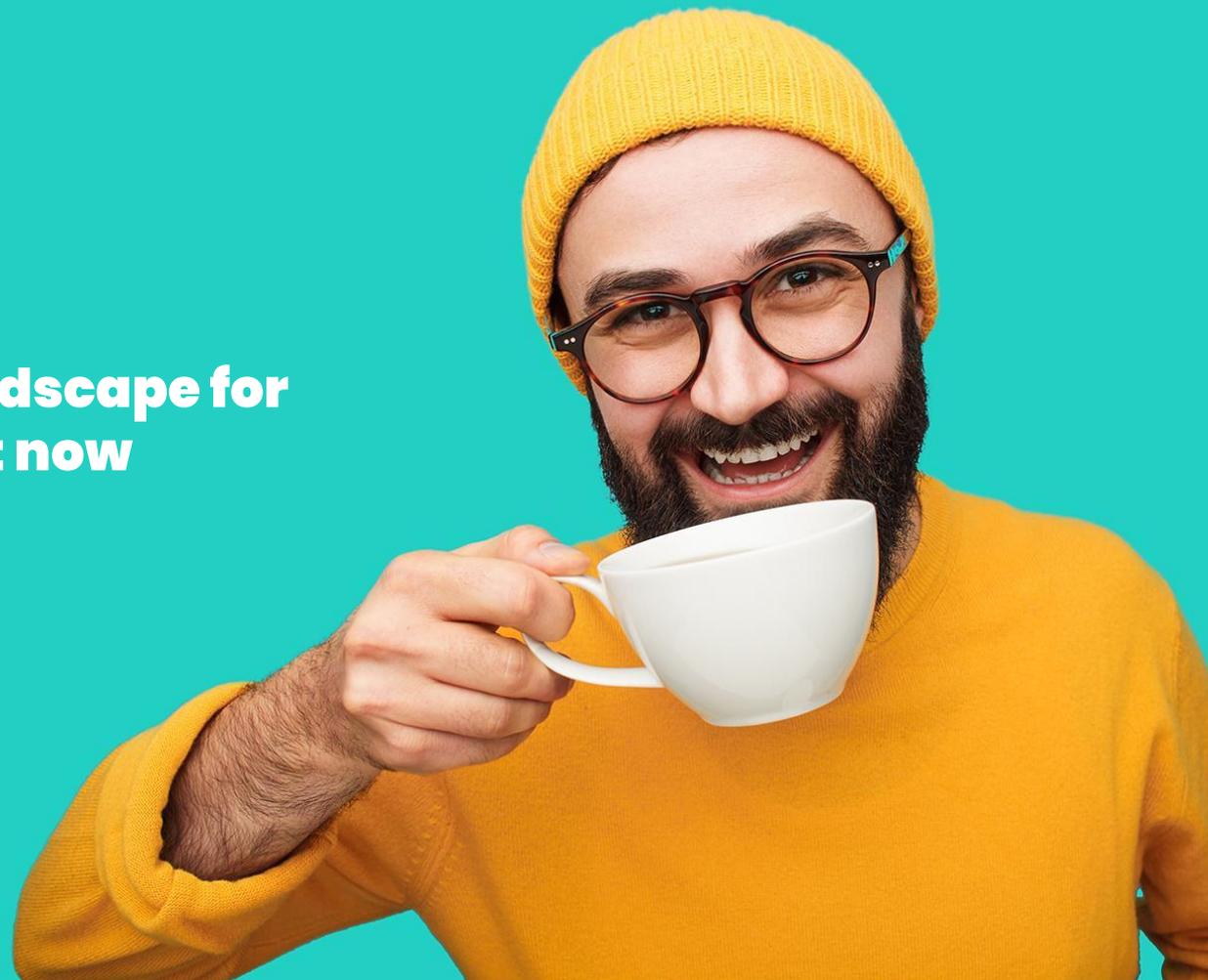


# What we're going to cover this morning

- What's going on with the media landscape and audience behaviour
- TV and Video fundraising, best practice and the new normal
- How to get TV and Video made, practically, right now
- Action for Children - their new DRTV campaign, airing today onwards
- Q&A



# The media landscape for charities right now



# The fundraising channel mix has changed (for now)...

## No-go channels / limited opportunity

- F2F channel shut down completely
- Organised mass challenge events cancelled or delayed
- Physical community fundraising events against guidance
- Out of home, value diminishing fast
- Cinema, a non-starter
- Printed press and inserts, initially strong surge in the first week of lockdown... now flatlining

## Channels with greater opportunity and lower required investment than pre-lockdown:

- TV & VOD
- Digital
- Radio and Audio
- Newsbrands (online and social)
- Direct Mail/PAM
- Door drops

# Audience-first – what is happening in our supporters' lives?

- The thirst for *information* is subsiding
- The desire to *help* is growing as people understand impact and see need.
- Relevancy and audience context will be the keys to unlocking charitable giving for your cause.





● coronavirus help  
Search term

+ Compare

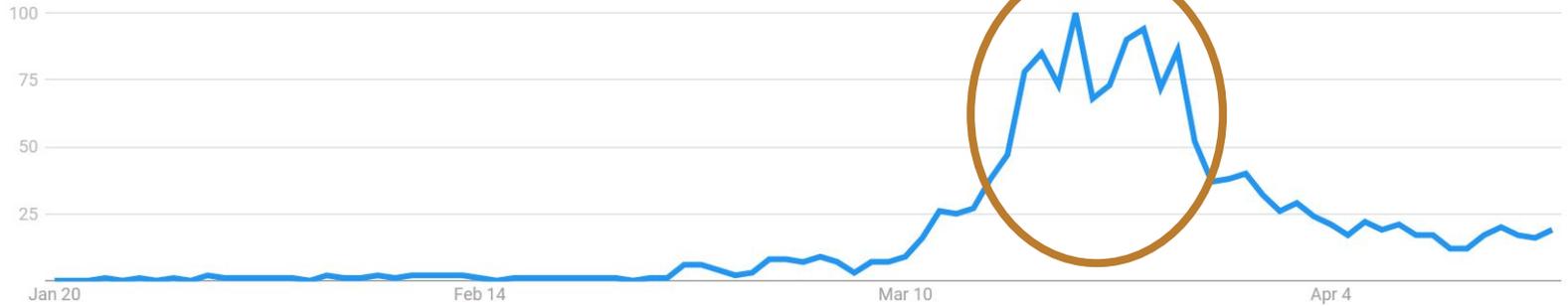
United Kingdom ▼

Past 90 days ▼

All categories ▼

Web Search ▼

Interest over time





**NHS**  
Search term

+ Compare

United Kingdom ▾

Past 90 days ▾

All categories ▾

Web Search ▾

Interest over time ?



100

75

50

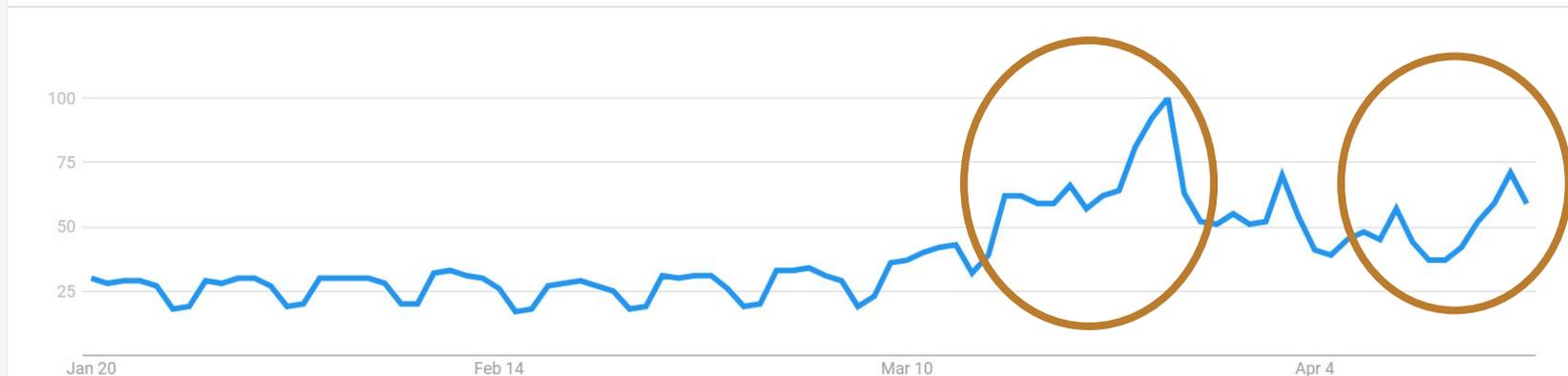
25

Jan 20

Feb 14

Mar 10

Apr 4





● **charity**  
Search term

+ Compare

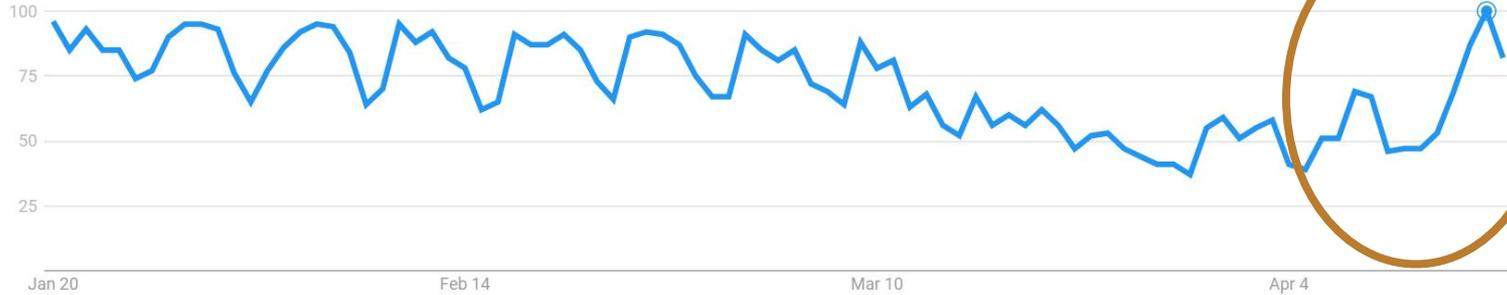
United Kingdom ▾

Past 90 days ▾

All categories ▾

Web Search ▾

Interest over time ?





**donate**  
Search term

+ Compare

United Kingdom

Past 90 days

All categories

Web Search

Interest over time



100

75

50

25

Jan 20

Feb 14

Mar 10

Apr 4



**TV and Social Video  
media  
opportunities**



# Study by Global Web Index, April 2020

## Quarantine Internet Activities, %



	All	Gen Z	Millennials	Gen X	Boomers
Searching for coronavirus/ COVID-19 updates	68	67	71	69	54
Listening to music	58	71	62	54	38
Watching movies/shows	49	51	52	51	34
Watching funny videos	42	52	44	39	27
Playing games on mobile	40	47	45	36	34
Looking at memes	32	54	41	21	9
Playing games on PC/laptop	29	29	36	25	25
Searching for cooking recipes	28	21	35	29	21
Reading business & finance articles/news	27	14	35	28	21
Searching for discounts from brands	24	22	28	23	23
Reading healthy eating articles	24	19	31	22	16
Reading sports news	23	16	32	19	24
Reading celebrity news	22	25	25	19	15
Listening to podcasts	18	16	26	16	7
Watching fitness videos	18	18	24	17	3
Searching for fashion trends/discounts	16	14	23	13	7
Reading live blogs	15	12	22	13	9
Watching esports videos/livestreams	12	14	20	9	2
Searching for vacations	12	11	18	9	3
Watching webinars	11	9	16	9	6
I'm trying to stay off the internet	5	5	4	6	8



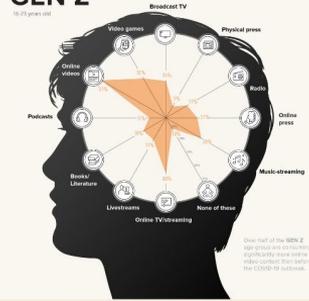
VISUALCAPITALIST.COM

Source: Global Web Index, Coronavirus Research Report, April 2020

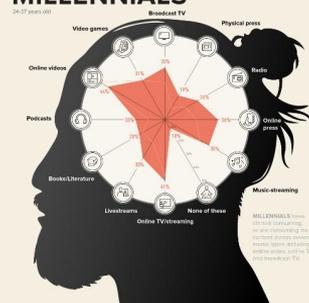
## MEDIA CONSUMPTION IN THE AGE OF COVID-19

GLOBAL WEB INDEX  
An uptick in COVID-19 related searches is between the ages of 18 & 34 across the U.S., and the UK and India has the most COVID-19 related searches. How are they staying informed?

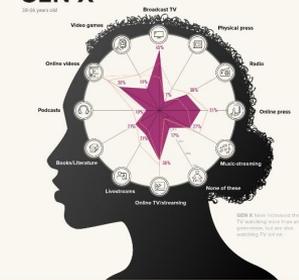
### MEDIA CONSUMPTION GEN Z



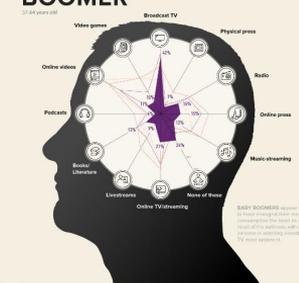
### MEDIA CONSUMPTION MILLENNIALS



### MEDIA CONSUMPTION GEN X



### MEDIA CONSUMPTION BOOMER



Source: Global Web Index, Coronavirus Research Report April 2020

Facebook Instagram LinkedIn YouTube

# Charity TV advertising is even more attractive now

## Viewer behaviour:

Two weeks after lockdown, TV viewing was up by 32% year on year, having been tracking down about 4% this year.

- That's 50 minutes more a day

Daytime TV viewing was also up 32% and daytime reach up 34%

- Viewing among children grew 47%!

These figures are varying week to week, but the impact is clear the lockdown is working in your favour:

- C4 reports 20% boost in viewing figures
- ITV's strongest Q1 performance since 2009

## Advertiser / owner behaviour:

Major commercial brands (holiday, travel and leisure) have pulled/paused campaigns

Cancellation of marquee sports events exacerbates the exodus

Media owners and broadcasters face a real challenge, cutting rates and considering proposals

- ITV already reports c10% price cuts. With more significant cuts expected

Many commercial brands are looking to support charities by donating media (some anonymous)

# Social Video can tap into user and platform opportunities

## User behaviour:

- In the UK alone, over one million Facebook users belong to one of the 1,000 COVID-19 local support groups on the platform.
- 70% more people are participating in group video calls using Facebook Messenger week-over-week. Voice and video calls on WhatsApp have more than doubled year-over-year in the places most impacted by the virus.
- 39% of people are streaming more online video.
- Channels more oriented to entertainment are up – Pinterest, Snapchat, Tik Tok and YouTube all reporting user growth.

## Advertiser / owner behaviour:

- Ads Are Cheaper in social with CPM and CPC costs 25-50% lower than pre-lockdown
- And inventory is more available - Twitter says that its monetizable DAU count is up 23% compared to [Q1 2019](#)
- The Facebook platform in particular rewards 'moving image' (videos, gifs, animations) advertising campaigns with better performance metrics, resulting in more views, clicks and conversions for those ad formats.

# **But crucially, the media opportunities only work if the content is right!**

It's clear that there are ways charities can use film and video to get their message out there.

But what you say, to who, and how, are fundamental considerations to achieving success.

Next up we'll be looking at the craft of putting the right message together...

...And how you can do it in difficult circumstances...

...With a fantastic example which will be airing today on TV!

**Creative  
approach to  
Film, video and  
DRTV**



# Key creative principles in a time of change...

*“This is a time of epic change. The words we use and the stories we tell will have huge power in determining the direction of that change.”*

Ella Saltmarshe, ‘Tips for framing Covid-19’

# Key creative principles to effective video & drtv



Heart



Head



Hand

All three elements are key in the creative process to develop work and achieve the desired engagement and connection with an audience...

# These creative principles still apply...



Heart

...because we  
need people  
to **feel**



Head

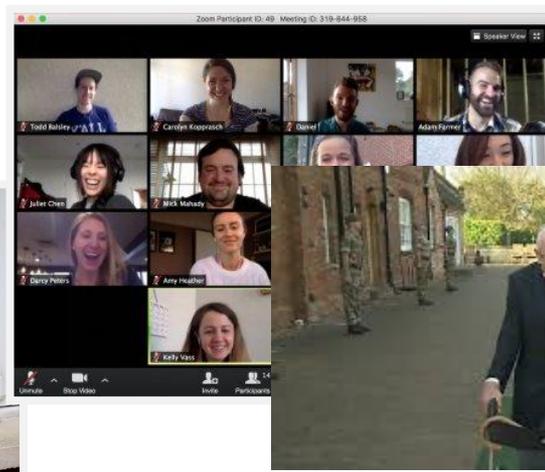
...because we  
need people  
to **think**



Hand

...because we  
need people  
to **take action**

# ...but the context has changed





# The new emotional...

- This is a time of heightened emotions – use language and visuals mindfully
- Too much sadness, despair, anger will impact on response
- Language and tone should evoke:  
*“care, togetherness, common good, hope”*  
*NOT*  
*“fear, scare-mongering, division, helplessness ”*
- Human stories especially resonate right now – family, friends, workers, heroes...

MEALS 70490

18+. Texts costs £10 (fixed donation amount) plus standard rate message.



## The new rational...

- Why your charity. Why now?
- Be mindful of sounding opportunistic or exploitative - BUT don't be afraid to ask for what you need!
- Consider your fundraising proposition in terms of the journey we are all on...  
E.g.  
*“As the lockdown continues we are overwhelmed by calls to our helpline”*  
Versus:  
*“With the end in sight we must be ready for increased strains on our resources”*
- Now more than ever is the time to put a human face to your charity

A man with short dark hair and a slight beard is speaking directly to the camera. He is wearing a dark blue or black shirt. Behind him is a bookshelf with several books and light green filing cabinets. The background is slightly out of focus.

0800 200 222



MÉDECINS SANS FRONTIÈRES  
DOCTORS WITHOUT BORDERS

Search: **MSF PANDEMIC** to give £30



## The new action...

- Urgency and immediacy apply more than ever in current crisis
- What's your CTA? PSMS? Phone? Web?
- Cash ask is king, higher amounts working well
- Tangible, practical shopping list items work best
- Consider your keyword/search word/hashtag – beware of generic terms
- Now is not the time for subtle captioning. Be bold, be upfront, be urgent
- Consider Appeal framing – it works

NHS CHARITIES  
TOGETHER

Text **CLAP** followed by your message of support to **70507** to give **£5**



# The practical bits



# **The theory: Practical routes to getting on-air**

Four different routes to getting on-air:

Starting point #1: you already have a DRTV ad

Starting point #2: you have your own footage and still image assets

Starting point #3: you need to create something completely new

Starting point #4: you planned ahead for emergencies like this

# Starting point #1: you already have a DRTV ad

If you already have an appropriate DRTV ad, you have several options:

1. You could simply put that ad back on air:
  - take advantage of bigger audiences and lower prices
2. You could create a new edit with minimal changes:
  - for example, an emergency- appropriate “top and tail”.
  - Or you could film your top and tail (see below, filming in isolation)
  - the simplest and fastest way to get an “emergency ad” up and running
3. You could use the rushes from your original shoot to construct a new emergency ad
  - more bespoke, more “on-message”, slower process

**Pros:** quick to get on-air, based on benchmarked performance

**Cons:** not totally new and bespoke to the emergency context



Text **BELL** to **70030**  
to give £3 for life-saving research

Children with Cancer UK receives 100% of your donation.  
Texts cost £3 plus your standard network rate.

# Filming in isolation

Obviously, the current lockdown and social isolation creates issues for new filming, but options do exist for those willing to embrace them:

- 1/ Film in homes, not studios or offices (you need to be seen to be responsible)
- 2/ Use non-professional equipment like mobile phones (the quality is surprising)
- 3/ Granted both of the above, embrace the 'rough and ready' quality. That's what people expect right now
- 4/ Editing, sound and graphics can all be done by professionals working remotely

**Pros:** You get new content that's on message

**Cons:** Understandably, the production values are not the normal

# Tips for filming on camera phones

- HORIZONTAL FORMAT NOT VERTICAL
- Set up camera on a hard surface rather than hand-held
- Level shot as opposed to a selfie looking down type of shot
- The framing should be waist up so, in editing, we can move in or blow up to a closer shot if need be
- Eyeline should be direct to camera
- Simple background in a room with soft furnishings to absorb echo. (Not a kitchen)
- Avoid back to the window as this puts faces in shadow. Side light is good
- Ideally get the presenter to do a quick take and send it to you so you can see if there are any problems with lighting, picture or sound

## **Starting point #2: using your own footage and still image assets**

If you have existing video footage and/or still images, you can:

Write the script for an emergency-themed ad

- then trawl through your existing assets to assemble a matching film
- buy in any necessary extra video/stills from image libraries/news outlets

**Pros:** bespoke to your organisation and message in the emergency context

**Cons:** takes time to look through and identify appropriate footage/stills, need to check usage rights

## **Starting point #3: create something completely new**

If you've no existing video footage and/or still images, it's still possible to get on-air:

Write the script for an emergency-themed ad

- buy in the necessary footage/stills from image libraries/news outlets
- apply your own brand graphics/typography/tone of voice

N.B. Consider using motion graphics/animation as an alternative (see below)

**Pros:** bespoke message in the emergency context

**Cons:** cost of sourcing footage/stills, not bespoke film, takes time to find the footage

# Using motion graphics or animation

If you have no existing assets, it's still possible to get on-air with a new ad:

1. Motion graphics (“moving graphic design”) can be combined with many different elements to create dynamic movement
  - Use existing artwork, stock images or 3D
  - Production times not as long as you think (c. 2-3 weeks)
2. Animation can be used to tell a story – options include 2D, 3D and infographics
  - Simple to create a complete suite of assets
  - Takes longer than motion graphics option

**Pros:** bespoke message with complete control

**Cons:** perhaps not as immediately emotional as live film

## **Starting point #4: you planned ahead for emergencies**

It's too late for the *start* of this emergency, but for your exit strategy and future emergencies:

- 1) Create a template for an emergency themed ad
- 2) Get sign-off from all interested internal parties
- 3) Pre-Assemble as much of the ad as possible – aim at 80-90% complete
- 4) Sound out ClearCast to pre-empt any issues
- 5) Identify voiceover artist(s) who are readily available
- 6) Agree the emergency process in advance
- 7) When emergency occurs, buy in 10-20% footage to identify theme

**Pros:** fastest route to air with bespoke message and film

**Cons:** planning ahead, BUT there's still time to plan for the exit from the current lockdown



Case study example

Susan Davidson  
Marketing and Fundraising

# ACTION FOR CHILDREN CASE STUDY

## Context:

- Launched an emergency appeal via website, digital and social video within 48 hours
- ... with assets gathered prior to lockdown
- ... exceeded the Secret Santa appeal, in under a week
- Unrestricted income under threat, sought a new channel
- Could our digital ad be used for DRTV?

## Objectives:

- The KPI is to achieve positive ROI
- Bring new supporters to Action for Children
- Increase awareness of the charity... and the plight of families during Covid-19



# ACTION FOR CHILDREN CASE STUDY

## Agency brief:

- Make a DRTV ad out of the social video
- The reality is distressing, but our ads and social video can't depict or detail the harshness (avoid watershed)
- Focus on the key messages, babies needing nappies, kids needing food (avoid social politics)

*Proposition: Help provide emergency essentials to the most deprived children and their families during the Covid crisis*

- Mandatory message from the ad:
  - We are on the ground and in communities working directly with the families our frontline staff have built relationships with



# ACTION FOR CHILDREN CASE STUDY

## Making it happen

- Getting to this point relied on many people doing great things, under lockdown restrictions!

## Internally

- Securing buy-in of Senior Management and across the organisation including frontline team
- Commitment, including 'filming' via an iPhone...

## Agency/partners

- Media securing opportunities, cost effectively
- WPNC creativity, resource and agility
  - turning around the edit over the Easter weekend

We are on air from today... Aired today at 9.27am on Alibi





CORONAVIRUS  
CHILDREN'S  
APPEAL

Text **ACTION** to **70607**

To give £10 without further contact text ACTIONNO to 70607.

**DONATE £10 NOW**

**[actionforchildren.org.uk](https://www.actionforchildren.org.uk)**

# THANK YOU

WPNC

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# Questions

Please ask questions via the Q&A



# Thank you Questions



Please ask questions via the chat window



# The us&us collective.

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## UPCOMING SESSIONS:

- Tribes, Community & Audience Engagement
- US&US Q&A Seminar

[funraisin.co/usandus-support](https://funraisin.co/usandus-support)

Thank  
you

Please  
stay safe