

## TAXBACK CAMPAIGN FAQs

### *What will be the benefits of the campaign?*

Primarily increased awareness amongst PAYE donors of the benefits to their chosen charity of Taxback and that they can enable these benefits simply by returning their CHY 2 forms. This will increase each charity's response rates and consequent tax income.

There will also be some valuable secondary benefits :

- Increased awareness of tax-effective giving, helping charities to recruit and retain €250+ donors, including committed givers of €21+/month
- provide an opportunity to thank donors publicly – feel-good factor
- provide a "Taxback" brand and tagline that can be used at no extra cost by member charities for use in their own marketing and tax mailings. A toolkit will be provided to help integrate charities' direct mail, email and online with the generic campaign
- reduce costs to charities as fewer donors will need reminders
- demonstrate that the charity sector can pull together effectively and reduce cost duplication

### *How will the impact of the campaign be measured?*

We will conduct research at both general public and charity donor level before and after the campaign to gauge levels of awareness of Taxback benefits and record barriers to uptake. A representative sample of the general public will be questioned through an omnibus survey. Member charities will be encouraged to survey their own €250+ donors before and after the campaign. And, of course, we will welcome any data that charities can share on how their response rates compare with previous years.

### *What will be the return on investment?*

Taxback leverages past donations by at least 25% and up to 69%. The average tax paid by Revenue is €276 per donor (2010 figures). Even assuming this is just €200 for your charity, if you have 1,000 donors of €250+ and the campaign improves your CHY 2 response rate by just 5%, that will generate €10,000 in extra income for you in 2012.

### *How can one campaign represent the myriad different causes that make up the charity sector?*

That's a brief that we're sure the best creative agencies are willing to take on, giving them the opportunity to work for a large consortium of clients. The campaign will be generic, not cause-related, but it will have impact.

### *What will be the media mix of the campaign?*

The exact mix is subject to budget contributions and agency advice, but it is anticipated it will include radio, online, possibly outdoor or some generic below-the-line activity – and PR of course. What we can say is that it will deliver the message to donors of the €250+ profile cost-effectively.

*How will the campaign creative and media be selected?*

The steering group will brief a panel of marketing agencies to tender for the campaign. Contributing charities will be consulted on the proposed creative and media plan but, for practical reasons, the decision of the steering group will be final.

*How much will the campaign cost?*

We anticipate a media spend of at least €100,000 to make a measurable national impact. We are asking charities to contribute in proportion to their tax income – that way, every participating charity should see a similar return on investment. And, because this return can be obtained in the same year as the spend, it will be a budget-positive immediately from 2012.

*When will contributions be required?*

We are asking for commitments in writing by 23 December. We will then be seeking payment by 31 January in order to confirm media buy.

*When will the campaign go live?*

The campaign will be launched in March, when most charities send out their CHY 2 form mailings. We will endeavour to match the campaign period to a window which is wide enough to allow as many charities to mail in as possible but tight enough not to diffuse the impact of the campaign. If sufficient contributions are obtained, a reminder campaign in the autumn may be considered.

*Who is behind the campaign?*

The campaign grew out of an initial meeting of interested charities, from whom people volunteered for a steering group. We have agreed with the ICTR for the campaign to be organised under its auspices subject to it being self-financing and all accounts will be handled by them. Contributing charities may nominate members of the steering committee, to be ratified at a members meeting in the new year.

The current members of the steering committee are :

- Bruce Clark , Fundraising Consultant (campaign manager)
- Edel Cribbin, Donor Development and Legacies Manager, Irish Cancer Society (vice-chairperson)
- Criona Cullen, Head of Fundraising & Communications, Our Lady's Hospice & Care Services
- Judith Gilsonan, Marketing Manager, World Vision Ireland
- Natalie McDermot, Individuals Giving Team, Concern Worldwide
- Siobhán McGee, Head of Fundraising, Foróige
- Ronan Ryan, Head of Fundraising & Communications, Irish Red Cross (chairperson)