



Little  
Black  
Book.

**CHARITIES**

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# Methodology



# Methodology:

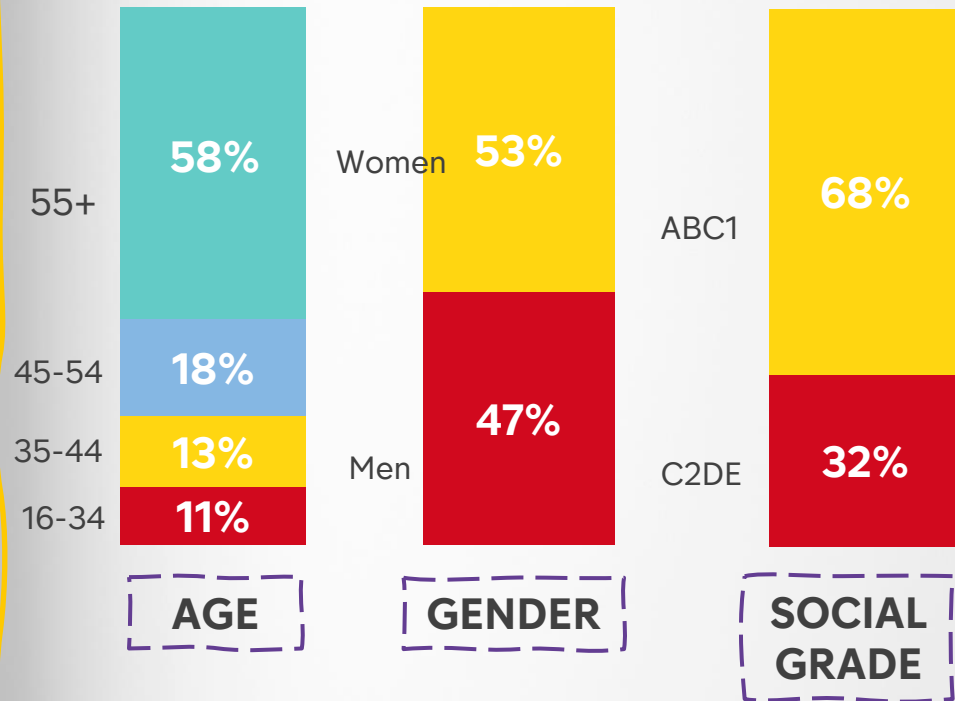
We sent a survey to our **Core4** community, which is made up of a subset of our Channel 4 streaming registered viewers and **4Youth**, our community of 16-24s. In total **we collected 1,130 responses**.

Respondents were asked questions about their current **engagement with charities, donation motivations, preferred donation method**, and the **role of TV** in charity comms.

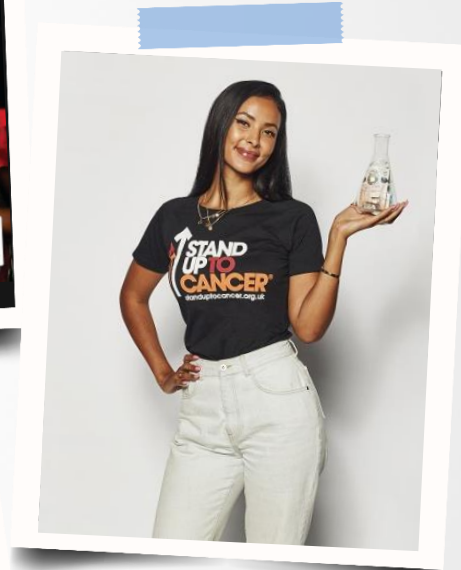
We also ran a second survey with our 4Youth panel to understand what makes a charity ad stand out to young audiences.



Our sample has been weighted to reflect the C4 viewer profile, skewing slightly older, more upmarket and more female



# Engagement with Charities



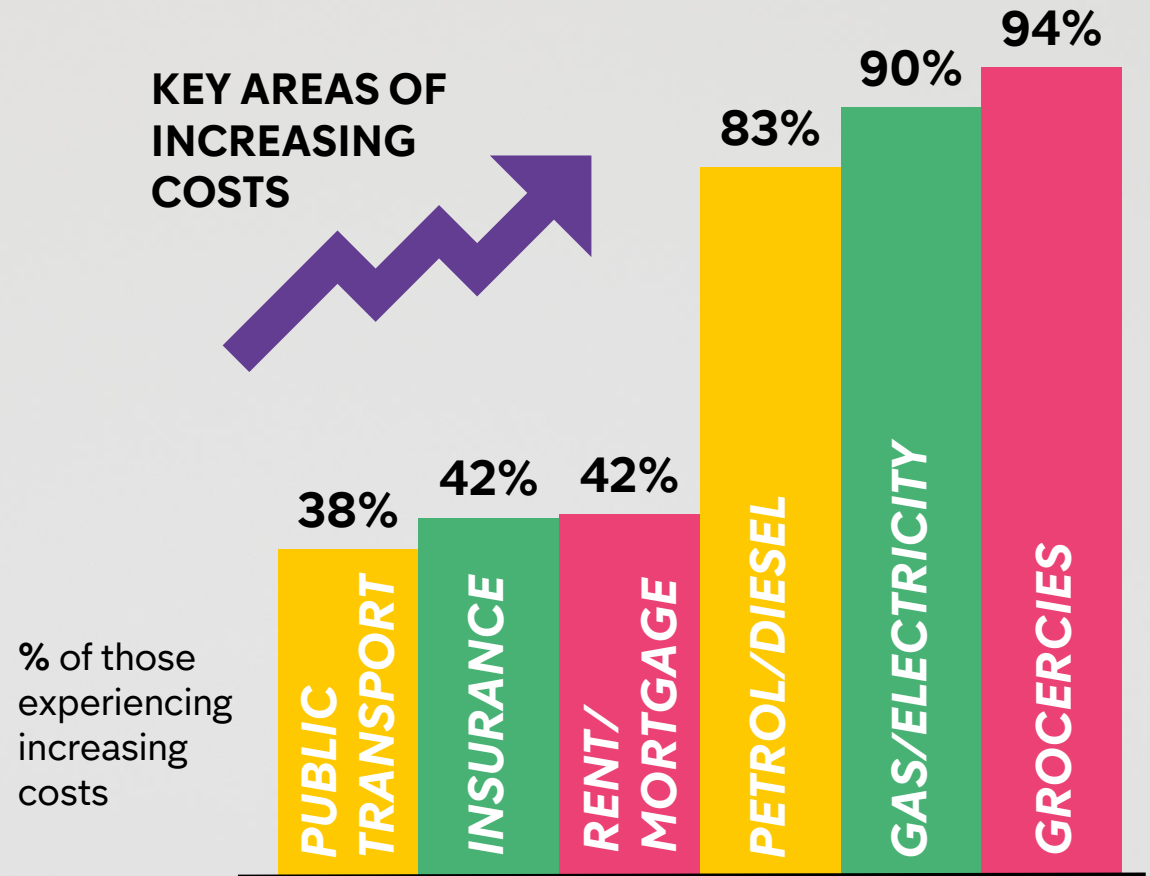
# The current economic climate is impacting personal finances

**89%** have done something to reduce their living costs in the last 12 months

The most frequently used words to describe current feeling towards the cost of living crisis: **worried** (29%), **concerned** (16%), **angry** (16%), **anxious** (10%), and **frustrated** (8%).

However, just **8%** of British consumers indicated that charity donations would be among the top three areas they would cut back on.

KEY AREAS OF INCREASING COSTS



% of those experiencing increasing costs

## Despite the current financial crisis, people are still looking to help

With the current financial crisis in mind, the public are thinking of those less fortunate however are looking for alternative ways to help as their own financial situation worsens...



**37%** of UK adults agree "I have been thinking of helping people in need more since the economic crisis"<sup>1</sup>



**34%** of UK adults agree "I have taken a more proactive approach to helping others since the economic crisis"<sup>1</sup>



**60%** of UK adults agree "I cannot afford to support a charity regularly now as I have to budget carefully"<sup>1</sup>

**In which of the following ways, if any, do you give to charity?**



Donating to charity shop(s) **73%**

**69%** Donating money



Shopping at charity shop(s) **60%**

**47%** Signing petition(s)



Donating to foodbank(s) **30%**

**19%** Attending charity event(s)



Volunteering your time **17%**

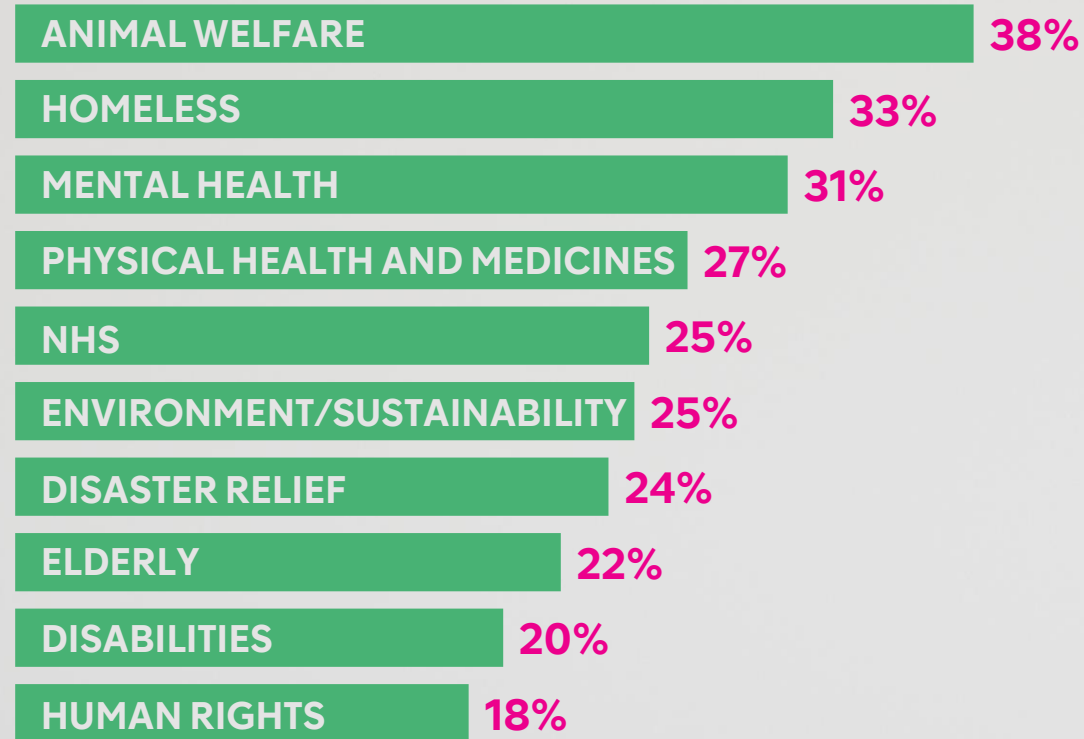
**11%** Taking part in fundraising



Just **6%** of respondents said that they do **not** give to charity

# Top 10 Charitable Causes:

Which charitable causes are most important to you?

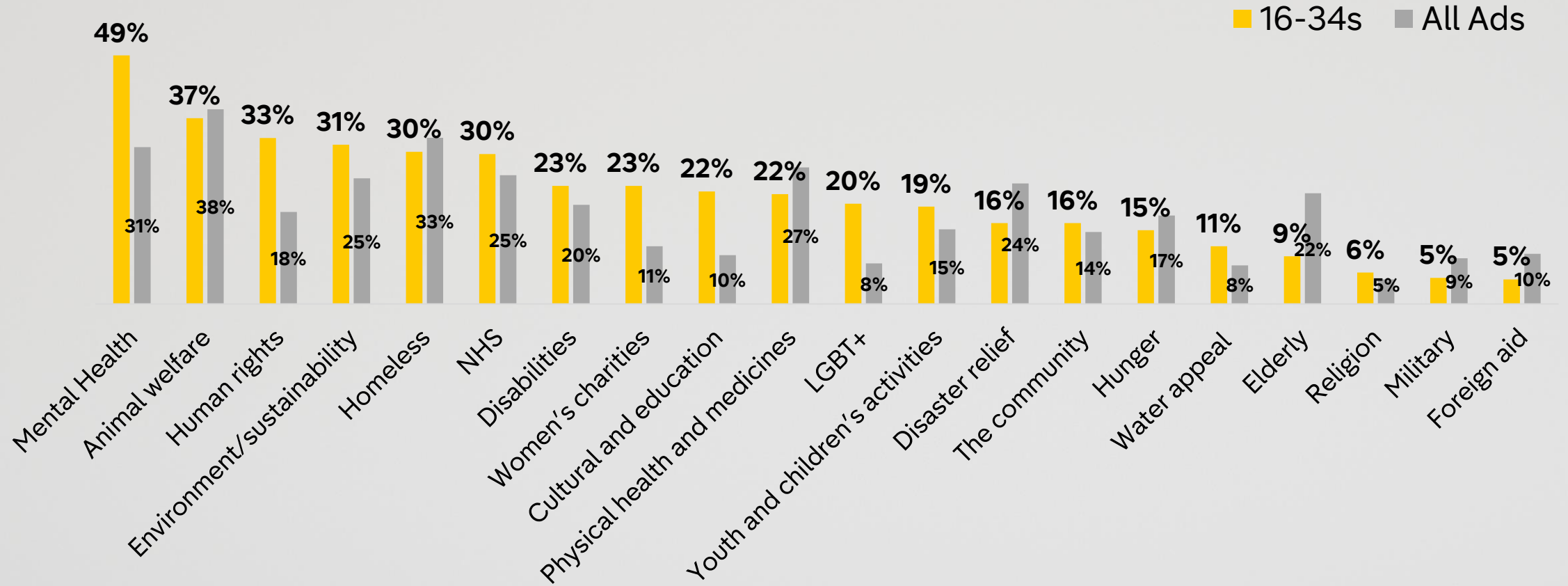


## Amongst 16-34s:

- Mental Health (**49%**) was the most important cause
- **1 in 3** said Human Rights (vs. 18% of all ads)
- **1 in 5** said LGBT+ (vs. 8% of all ads)
- **1 in 5** said Culture and Education (vs. 10% of all ads)



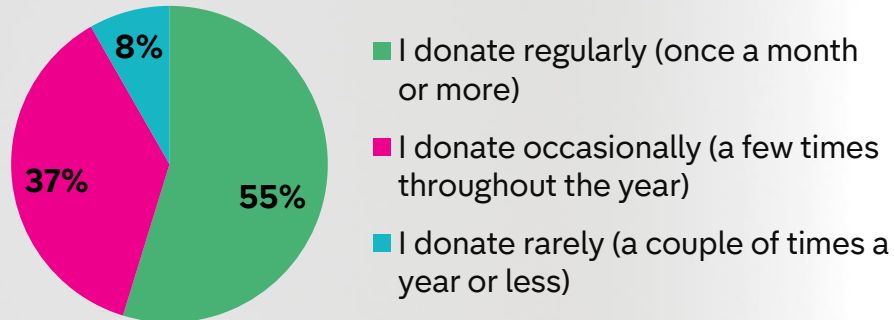
# Top Causes amongst 16-34s vs all adults



# Monetary Donations



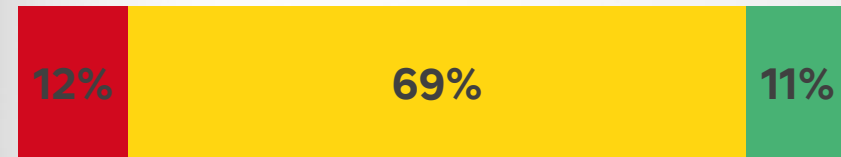
## 55% of charity donators donate regularly



### Top 5 Donation Motivations:

- 60% "I feel a sense of duty and think it is the right thing to do"
- 58% "If I have a personal connection to the cause"
- 30% "If I am directly affected by the cause"
- 28% "Seeing the news on TV makes me want to do something to help"
- 25% "Getting to see the impact my donation has"

## Do you expect to donate more or less money to charity this year compared to usual?



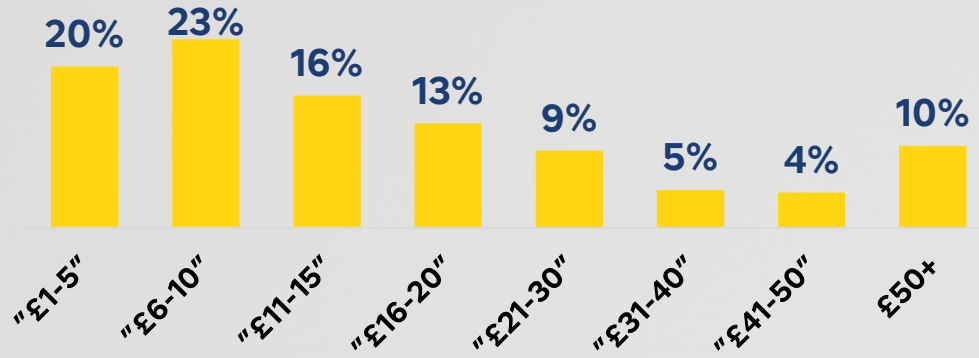
■ Less than usual ■ Same as usual ■ More than usual

? 8% are unsure

- 16-34s are the most likely to say that they will be donating less than usual (**21%**)
- 65+ are the most likely to say that they will be donating more than usual (**16%**)
- Men are more likely to plan to donate more (**16%**) than women (**7%**)

# Financial Commitments

**53%** already have a monthly direct debit or recurring charity payment set up

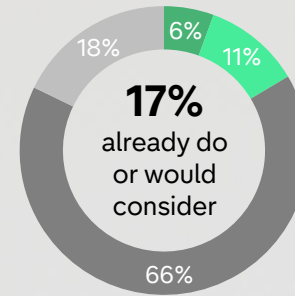


Most regular donators pay up to £15

**Most common charities donated to:**

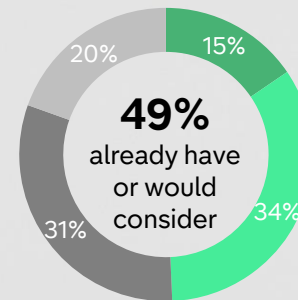
**Would you consider donating a fixed % of your income or leaving a donation in your will to charity?**

## Fixed % of Income –



- Yes – I already do/have this planned
- Yes – I would consider this
- No – I would not consider this
- Unsure

## Donation in Will –

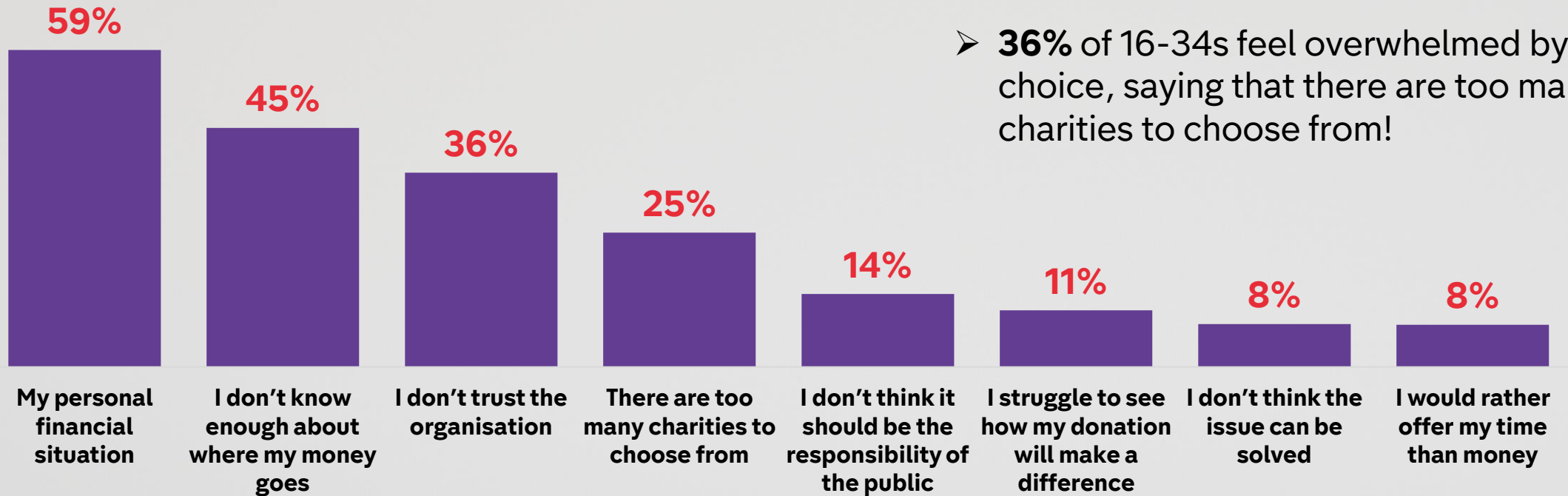


- Yes – I already do/have this planned
- Yes – I would consider this
- No – I would not consider this
- Unsure

**54%** of 16-34s would consider leaving a donation in their will

# The biggest barriers to donation relate to personal finance and trust

Are there any reasons that may put you off donating money to a charity?

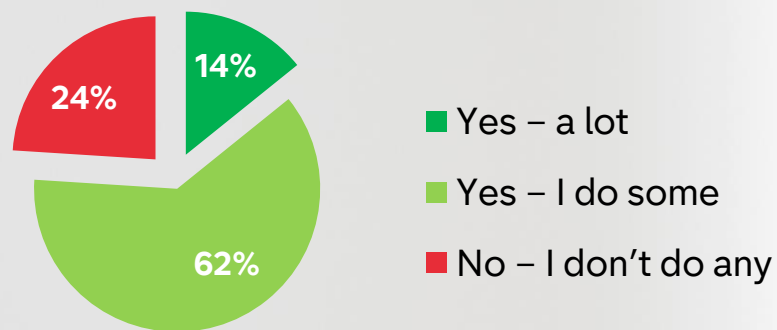


➤ **36%** of 16-34s feel overwhelmed by choice, saying that there are too many charities to choose from!

## Most people research a charity before donating



**Do you do any research before you support/donate to a charity?**



Donators want to trust that the charities they donate to are using their donation to **actively facilitate change**. The most common things they claimed to search before donating are whether charity is genuine, what the charity actually does to help, how much of their donation goes to the cause, and who the CEO is and their salary<sup>1</sup>.

### Important donation considerations:

67% How the charity is making change

62% How transparent a charity is

38% Impact of individual donation

37% If it's a local or international cause

21% Convenience of donation

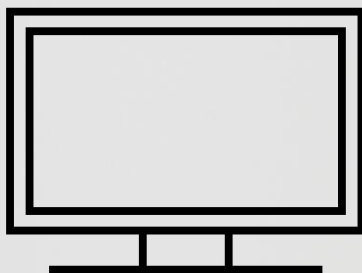
- 1 in 10 adults aged 16-34s said "which public figures endorse the charity" was important
- Convenience of donating is most important to 16-34s (30%)

# Charity Comms



## TV is the most common place to find out about charity appeals

Where do you tend to find out about charity appeals?

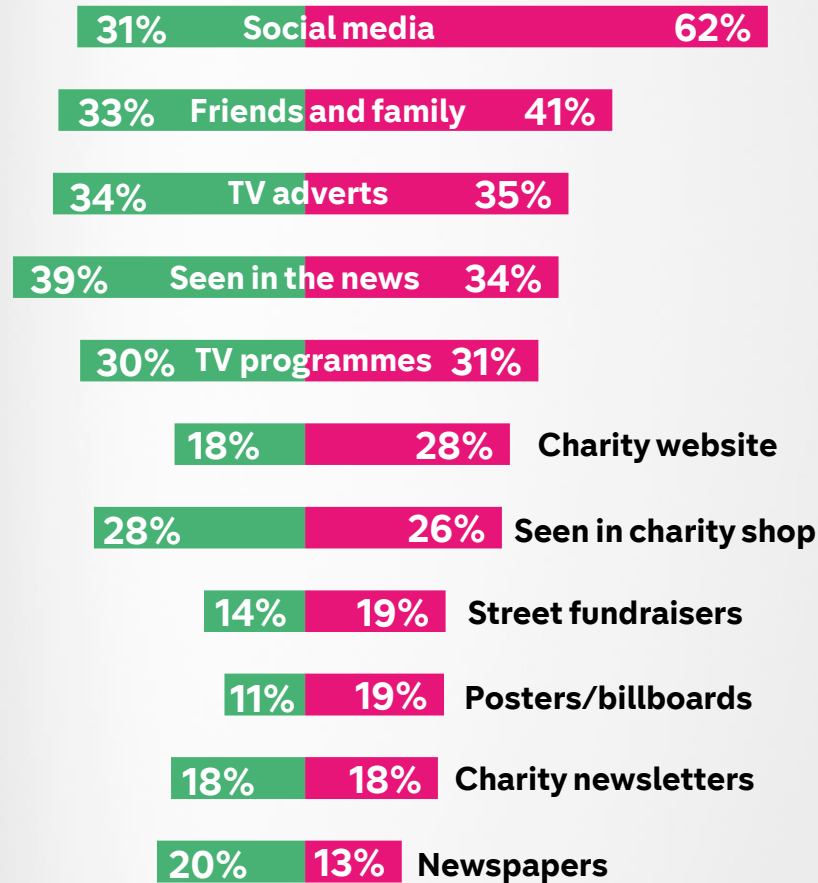


Seen in the news **39%**  
TV advertisements **34%**  
TV programmes **30%**

**1 in 5** agree "I prefer to see charity ads on TV than brands trying to sell a product (**37%** for 16-34s)

**54%** agree "Channel 4 is a good fit for charity brands" (**79%** amongst 16-34s)

## Social Media is the place to reach 16-34s:





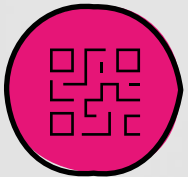
## Preferred method of donation after seeing a charity ad on TV:



**48%** preferred donation method is a URL/Website address to a donations page



**14%** preferred donation method is a phone number/text-to-donate



**8%** preferred donation method is scannable QR code direct to an online donations page (**26%** for 16-34s)



**5%** preferred donation method is a phone number/ring-to-donate



**12%** Do not donate money



**13%** Other – mainly prefer donating in person

Just **1 in 5** adults think that Text-to-donate is an old fashioned donation method

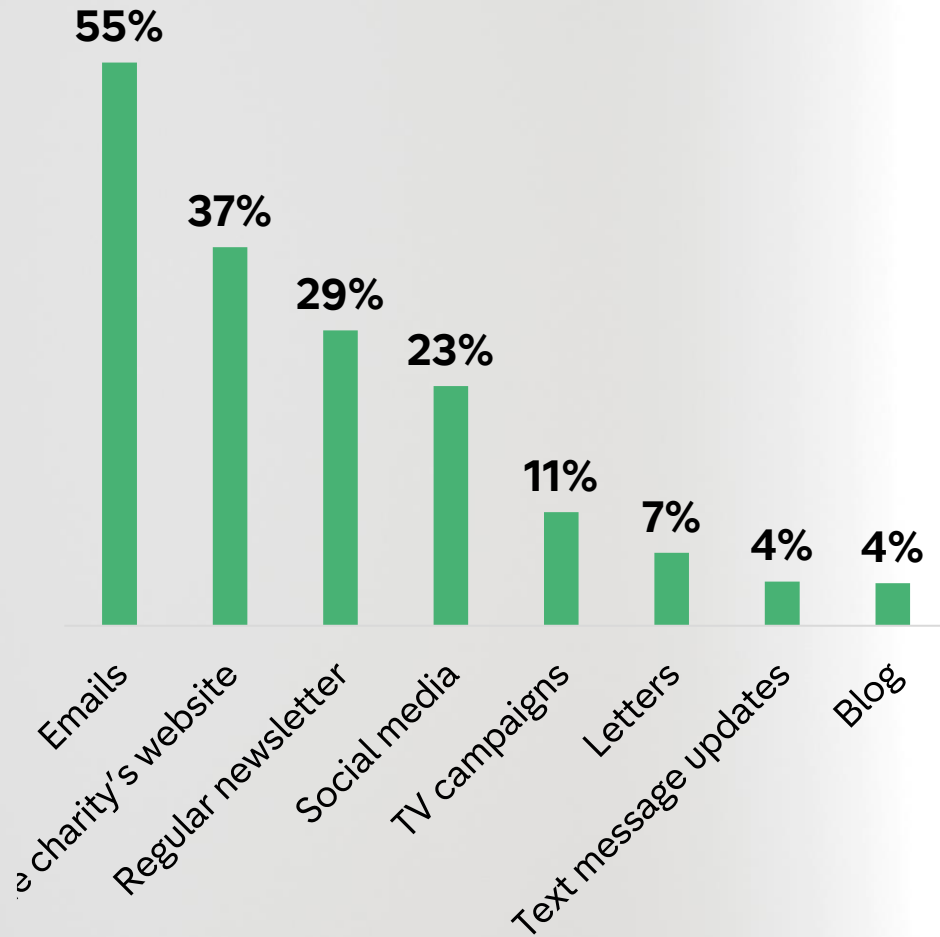


**1 in 2** of 16-34s!

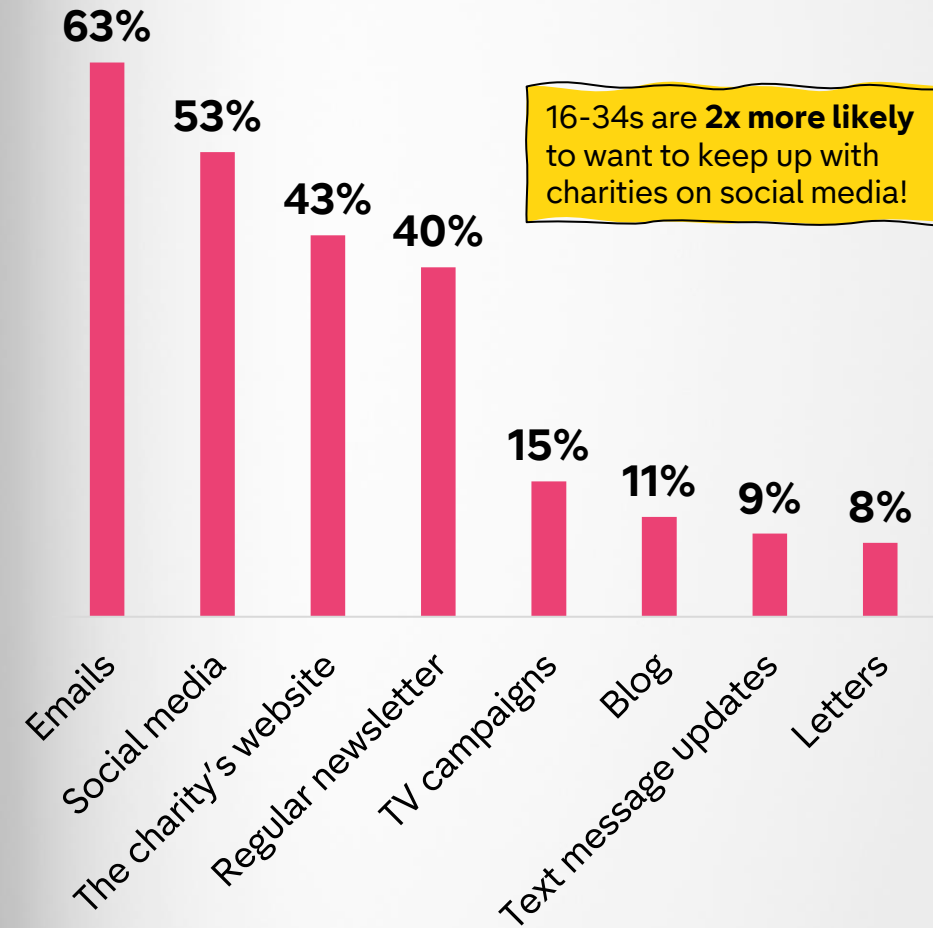
**70%** of 16-34 agree that its is easier to donate whilst watching content online (via mobile, laptop, or tablet) as you can go directly to the donations site". 16-34s are also more likely to use a QR code (**26%**) than older audiences.



## How do adults 16+ want to keep up with the charities they support?



## How do 16-34s want to keep up with the charities they support?



# Engaging Young Audiences



62% of young viewers said that they feel **overwhelmed** by the amount of charity ads that they see on TV



Therefore we decided to test some charity ad campaigns with our **4Youth community**, made up of UK 16-24s, to understand which creatives are most effective and resonate best with young audiences.

# 1. CoppaFeel



This light hearted **CoppaFeel** ad encourages people to **check their breasts for cancer**, using an array of **visually stimulating and colourful imagery** that either are or resemble breasts, as the voice over playfully runs through verbs that **describe the physical actions** you should take when checking your breasts.

75% rated the ad 4-5 stars



1. The ad was successful at inspiring its viewers and making them feel at ease throughout...

Inspired



25%

Content



18%

Secure



11%

2. This witty & aesthetically pleasing ad caught the eye of 16-24s making it highly follow-able.

8 in 10

said this ad would **catch their attention** IRL

60%

said they're more likely to **follow on socials**

3. The playfulness of what is typically a serious topic made it feel unique and generated warmth.

80%

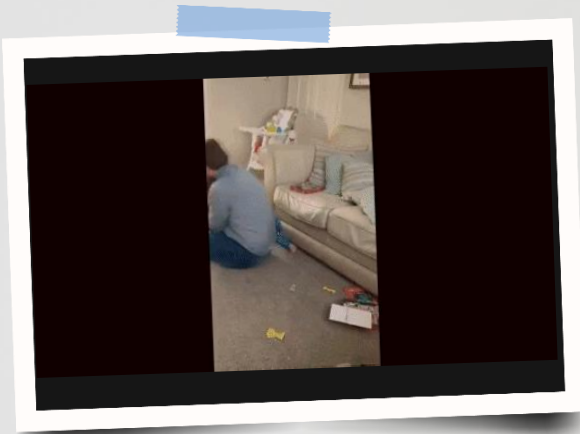
said this ad was **unique** compared to similar charities

71%

said that they feel **more positively** towards the charity

## 2.

# CALM



**CAMPAIGN  
AGAINST  
LIVING  
MISERABLY**

This **suicide awareness** creative for **Campaign Against Living Miserably** features a montage of **seemingly joyful moments** in people's lives, before showing a line '**not all suicidal looks suicidal**', revealing these are the last videos of people who took their own lives, prompting the viewer to **find out how they could help save a life** through their charity.

75% rated the ad 4-5 stars



1. CALM's real life stories drove high emotional reactions. The top three emotions felt were...

Sad



36%

Upset



17%

Tense



9%

2. The audience didn't begrudge CALM's approach, in fact it felt fitting for the charity.

**8 in 10**

said the ad the **tone**  
**felt appropriate** for  
Calm

**75%**

said they would like  
to **see more** ads  
like this

3. The advert was so gripping that majority of viewers wanted to find out online.

**77%**

said they're more  
likely to **research**  
**the charity**

**8 in 10**

said they're more  
likely to **visit the**  
**website**

# 3.

## WaterAid Appeal



This creative is a **call to action** advert for WaterAid to get **donations by call or text**. The advert depicts African children collecting water from a well, and asks viewers to donate to help provide better water access.

65% rated the ad 4-5 stars



1. WaterAid's real life imagery had a strong emotional response from viewers...

Inspired



27%

Sad



18%

Unhappy



11%

2. They felt the hard-hitting reality of the ad was appropriate and fit their brand.

8 in 10

said the ad the **tone** felt appropriate for WaterAid

80%

said they felt it fit with the charity's **brand personality**

3. The advert's direct appeal approach was successful and had the highest likelihood of donations.

65%

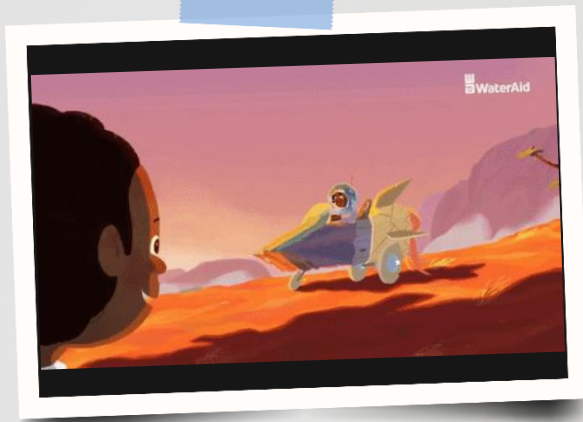
said they're more likely to **donate to the charity**

67%

said they're more likely to **visit the website**

# 4.

## WaterAid Cartoon



A cartoon about a little girl's dream about finding water on Mars, so she builds a rocket to get there, when she fails the voiceover announces, "some people dream finding water on Mars, some people dream of finding it here on Earth, our mission is here" As a well is built the little girl runs up grabs a glass of water and they all celebrate!

84% rated the ad 4-5 stars



1. CALM's real life stories drove high emotional reactions. The top three emotions felt were...

Inspired



33%

Happy



16%

Sad



11%

2. The audience didn't begrudge CALM's approach, in fact it felt fitting for the charity.

80%

said that the ad was memorable

84%

said that the ad was unique

3. The advert was so gripping that majority of viewers wanted to find out online.

87%

said that they would like to see more ads like this from charities

8 in 10

said that this ad would catch their attention IRL



## 4Youth Creative Learnings

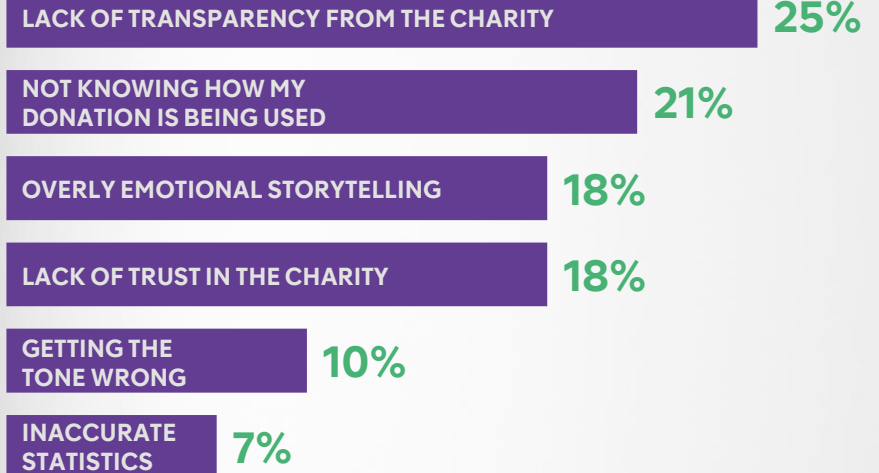
### 1) Traditional call to action campaigns are the most effective way to get cash donations

Although the traditional appeal asking viewers to text/call was seen to be the least unique (**55%**) and memorable (**60%**), it was most likely to encourage viewers to donate (**65%**).



### 2) Young viewers want to know where their money is going

#### Biggest Turnoffs in charity ads:



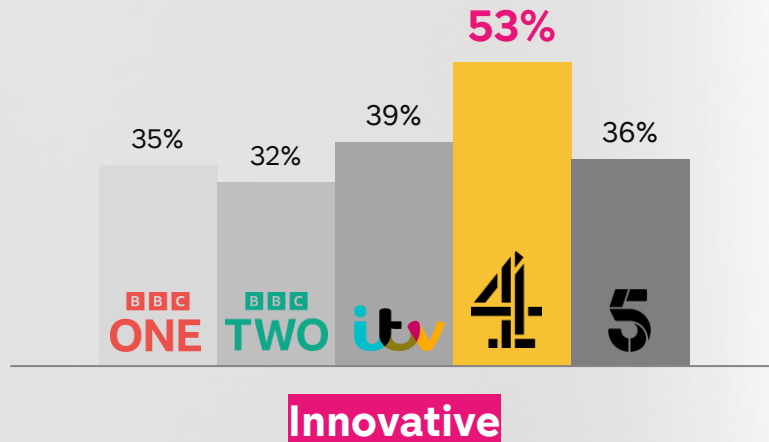
Lack of transparency from the charity was voted the biggest turn off in charity ads by 16-24s. **70%** said that a clear explanation of the charity's mission is compelling. It is important to **empower donators** with the information around the good that is being done by your organisation. **88%** of young viewers agree "Charities should share the positive impact of donations in their advert messaging".

### 3) But brand building can't be forgotten, creativity is key when building a charity campaign

68% of 16-24s said that they liked to see the use of humour and creative approaches in charity advertisements

87% agree "Partnering with a TV show makes a charity stand out more than the usual TV ad campaign"

#### C4 is seen as the most innovative PSB



79% of 16-24s think that **Channel 4** is a good fit for charity brands



93% agree "TV show / charity partnerships help build awareness of charities"



83% agree "More TV shows should be partnering with charities"



78% agree that the TV show needs to have some connection with the charity for the partnership to make sense

#### 4) Real life stories and featuring people resonate with viewers

75% said that they liked seeing personal stories and accounts in charity advertisements, and **1 in 4** said that they found them the most compelling style of charity ad.

CALM's montage of people's last moments recorded on social media was perceived to be the most unique (**92%**) and the most memorable (**83%**).



#### 5) Having a brand personality is important to engage 16-24s on social media

16-34s **2x more likely** to say that they would like to keep up with the charities they support via social media, so making yourself "follow-worthy" is important to capturing this audience.

CoppaFeel's playful campaign was the most likely to capture the attention of 16-24s if they'd seen it in real life (**82%**), and most likely to see viewers go on to follow them on social media (**60%**).

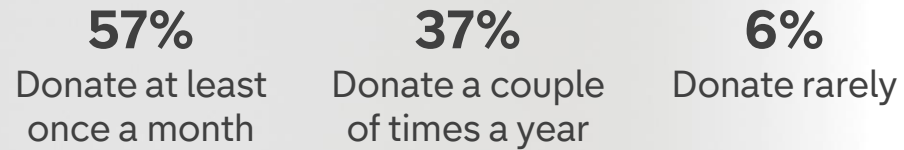
Connecting with young people on social media will in turn provide you with more contact points, lengthening the overall impact of the campaign.

# Our Channels

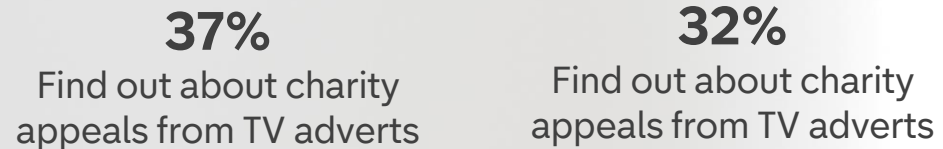


# Channel 4 Streaming

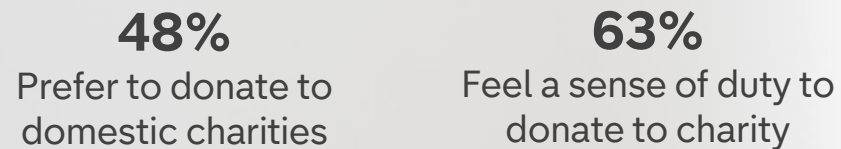
## Donating frequency:



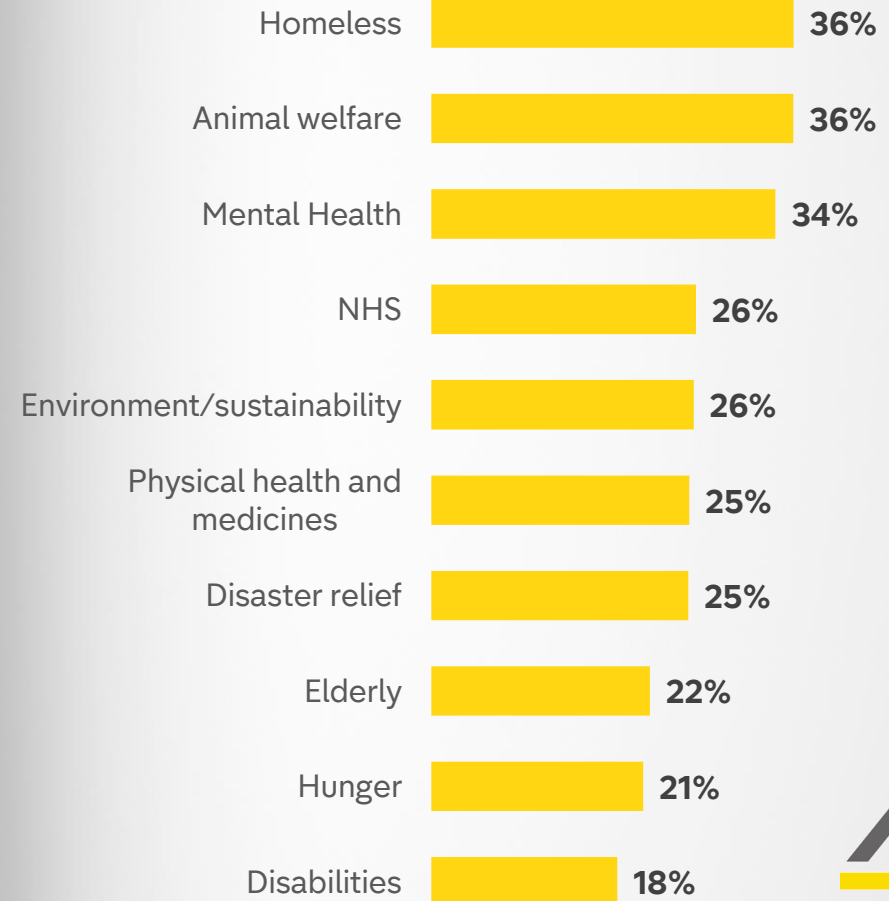
## Charity appeals:



## Donating:

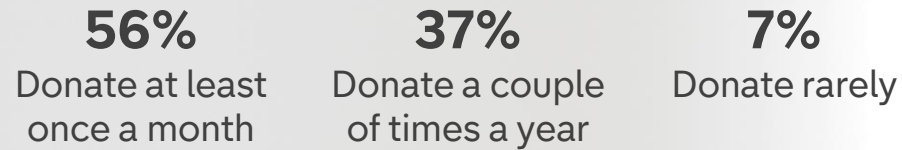


## Top 10 most important charitable causes

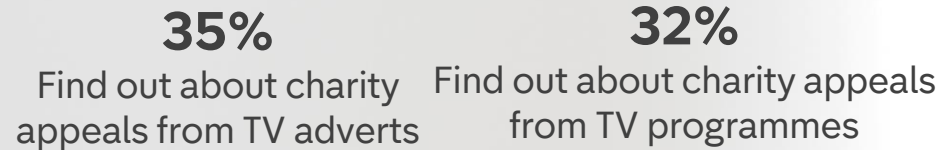


# Channel 4

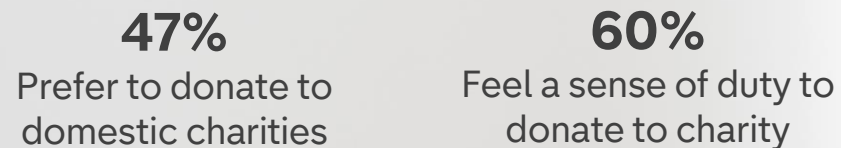
## Donating frequency:



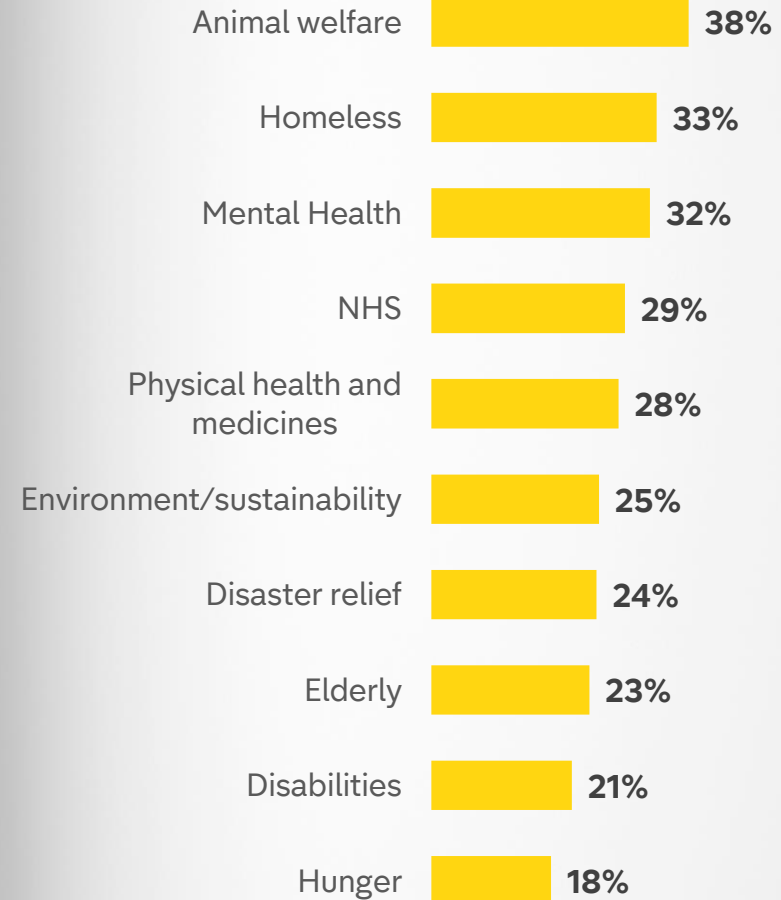
## Charity appeals:



## Donating:



## Top 10 most important charitable causes



# E4

## Donating frequency:

**57%**

Donate at least once a month

**35%**

Donate a couple of times a year

**8%**

Donate rarely

## Charity appeals:

**42%**

Find out about charity appeals from TV adverts

**35%**

Find out about charity appeals from TV programmes

## Donating:

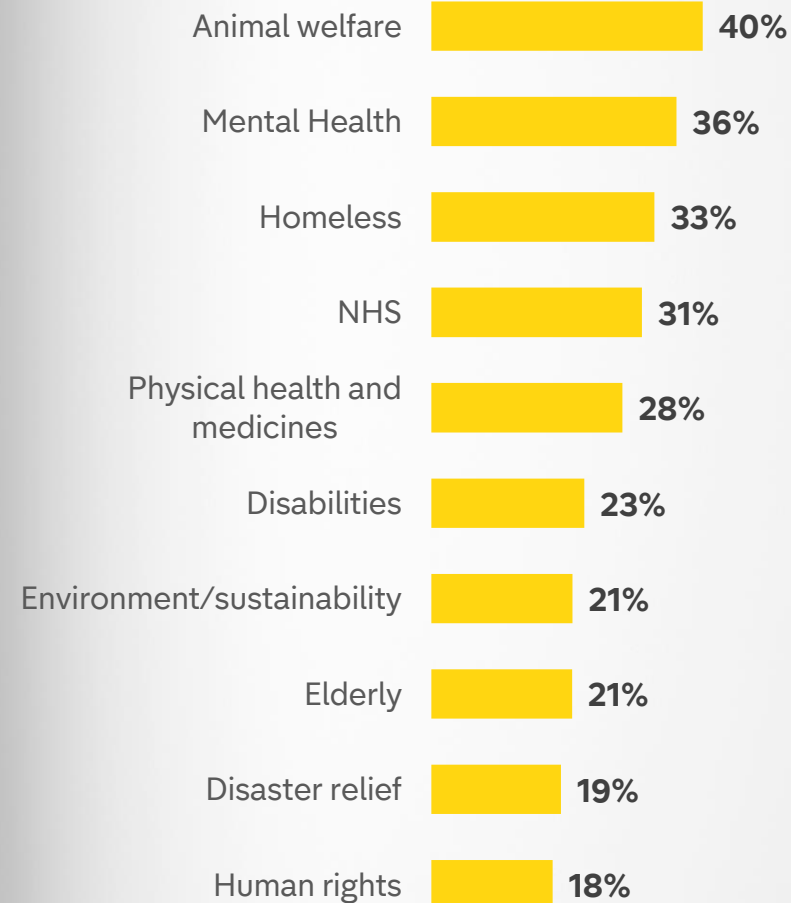
**51%**

Prefer to donate to domestic charities

**62%**

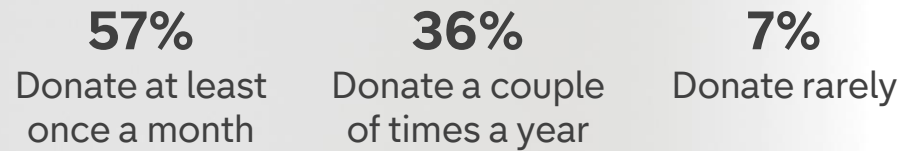
Feel a sense of duty to donate to charity

## Top 10 most important charitable causes

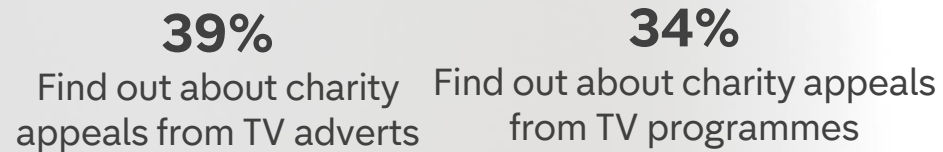


# More4

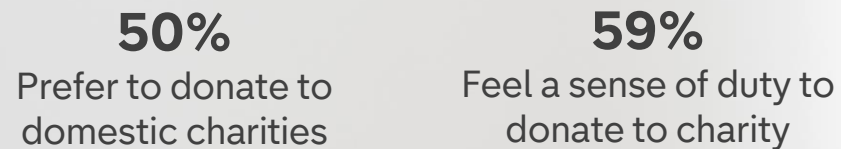
## Donating frequency:



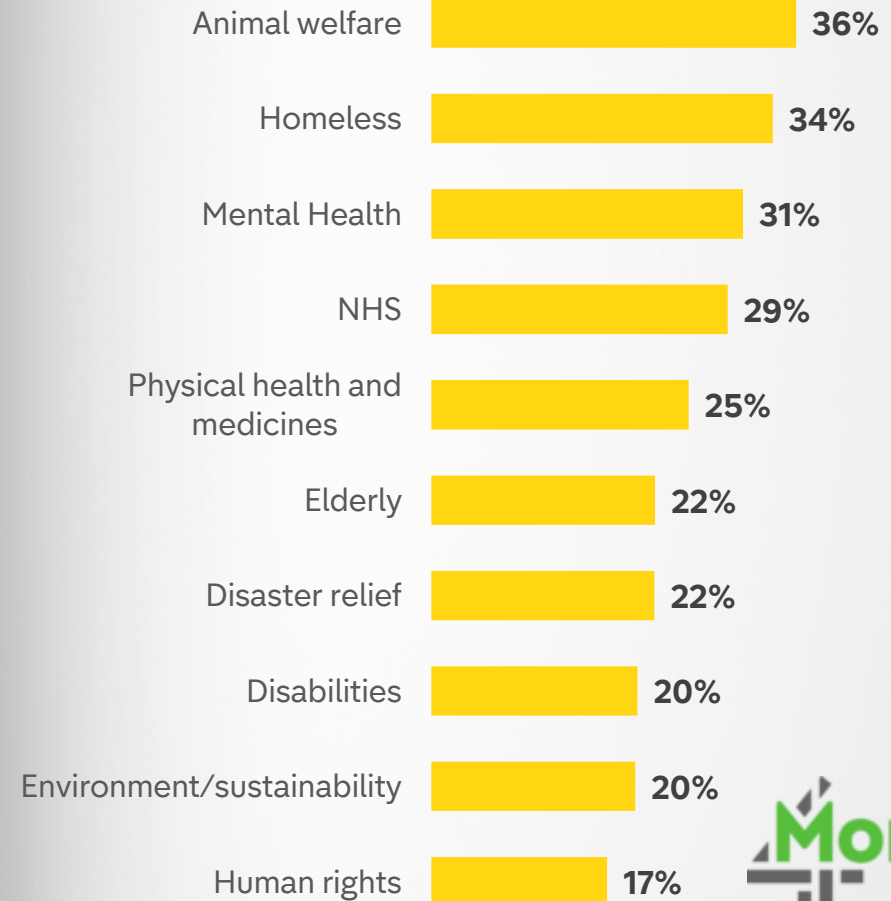
## Charity appeals:



## Donating:



## Top 10 most important charitable causes





# Film4

## Donating frequency:

**60%**

Donate at least once a month

**33%**

Donate a couple of times a year

**7%**

Donate rarely

## Charity appeals:

**40%**

Find out about charity appeals from TV adverts

**33%**

Find out about charity appeals from TV programmes

## Donating:

**52%**

Prefer to donate to domestic charities

**59%**

Feel a sense of duty to donate to charity

## Top 10 most important charitable causes

