

## LIKECHARITY is an award winning technology platform that enables charities to significantly reduce their cost of fundraising from the public.

LIKECHARITY has been at the center of the most effective fundraising activity in Ireland over the last 2 years and has been a catalyst for changing how charities approach consumer engagement. Our campaigns boast the lowest Regular Giver attrition rates in the Irish market.

We have a proven, predictable and scalable acquisition model. Response attribution allows charities to attribute responses to each TV spot aired, providing you with the ability to identify and eliminate the 50% of TV advertising that is ineffective through our spot by spot attribution technology.

LIKECHARITY are disrupting accepted market norms by proving that a better ROI is achievable through efficient data driven solutions and effective use of modern communications technologies

### Our Services



- Access to national prime-time television audiences at affordable rates.
- Media buying and placement using our spot by spot attribution technology.
- Increased brand awareness.
- In-house concept and creative preparation.
- DRTV advert production, voice over talent and music composition
- Creative video advertising for all campaign initiatives.
- Online lead generation and advertising.
- Social media fundraising strategies
- Mobile, recurring credit card and direct debit billing
- Call centre services for DRTV, reactivations and upgrades.
- Mobile lead generation.
- Bulk SMS
- Live TV/unpaid media opportunities
- Data driven marketing strategies
- Digital Marketing consultancy

### Awards

Awarded the Bank of Ireland Social Enterprise Start-Up of the Year  
Fundraising Ireland's Supplier of the Year  
Shortlisted for the David Manley Social Entrepreneur of the Year Award

### What Our Clients Say

<p>“</p> <p>“LIKECHARITY are an innovative, dynamic and data driven organisation which Sightsavers are delighted to partner with in the delivery of our donor acquisition programme.”</p> <p>Carol Casey SIGHTSAVERS IRELAND</p>	<p>“</p> <p>“Text donation is the easiest option for people nowadays. People spend so much time texting anyway, so we didn't have to ask them to do anything new! But the main reason is that there is little to no effort involved in sending a text.”</p> <p>Aileen Moon DOWN SYNDROME CENTRE</p>	<p>“</p> <p>“The service allows us to reach a broader audience and makes it easier for donors to support us. It works well with the majority of our fundraising campaigns and most importantly, it is completely transparent.”</p> <p>Irene Timmons MAKE-A-WISH</p>	<p>“</p> <p>“The Irish Cancer Society have benefited greatly from our partnership with LIKECHARITY. Without LIKECHARITY fundraising opportunities such as the No Make-Up Selfie viral campaign, would not have been possible.”</p> <p>Mark Mellett IRISH CANCER SOCIETY</p>
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