

SOCIETY OF ST VINCENT DE PAUL · CARLOW

The Same Number

An integrated campaign proposal

Proposed Carlow pilot · Number not live · September 2026



**You don't have to
be the one giving.**

**Need help? Call SVP.
Can help? Same number.**

059 XX XXXX

Two local volunteers can call to the house.

SVP Carlow
RCN 20013806



PROPOSED CARLOW PILOT / NUMBER NOT LIVE

The brief

Irish audiences are tired of appeals. Constant asks tied to global crises leave donors overwhelmed.

Meanwhile poverty here grows quietly. It often starts with one small moment: a broken boiler, a sudden bill, a lost shift.

The ask: show how one small intervention can help, locally. Human, hopeful, local.

It only takes one small thing for a family to fall into poverty. But it can also take one small act to lift them out of it.

Original client brief

The insight

The person being asked to give may be the person who needs help.

Giving and needing help are circumstances, not identities.

**You don't have to be
the one giving.**

The idea

One local number for asking for help and offering it, with both kinds of call recorded together on one parish-hall board.

1

One number

Both reasons start with the same greeting: “SVP Carlow. How can we help?”

2

A human service

Two trained volunteers can arrange a confidential visit. “Two local volunteers can call to the house.”

3

One public object

A parish-hall board shows both kinds of call together. No caller is exposed.

4

An invitation before an appeal

The fundraising envelope asks: “Before you give, do you need help?”

The board

Outside the participating parish hall, written by hand each evening: the date, the calls that rang for help, the calls that rang to give, and the number.

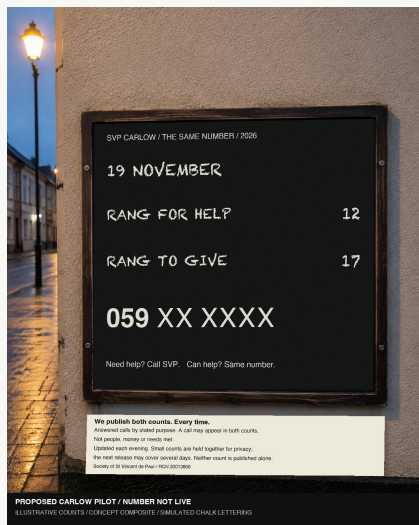
The permanent panel beneath says what the figures mean.

Illustrative counts. Concept composite.



What the board counts

Answered calls by stated purpose. A call may appear in both counts. They are not people, money or needs met.



Count. Both figures released together for a dated period.

The Same Number · Proposal for SVP Carlow



Privacy. Both held; the period continues. Neither count is published alone.



Data. Figures being checked. Unavailable is not zero.

“We publish both counts. Every time.”

Every release carries both categories. It does not mean exposing small daily figures.

Proposed Carlow pilot · Number not live

The envelope

Our fundraising letter begins by offering help.

**Before you give,
do you need help?**

SVP Carlow

Society of St Vincent de Paul / RCN 20013806



PROPOSED CARLOW PILOT / NUMBER NOT LIVE

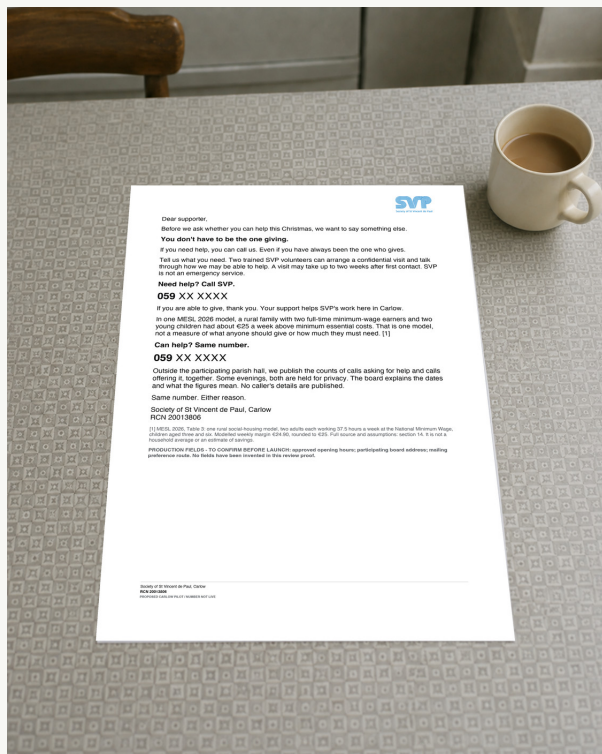
**Before you give,
do you need help?**

SVP Carlow

Society of St Vincent de Paul / RCN 20013806



PROPOSED CARLOW PILOT / NUMBER NOT LIVE



The letter

Help is offered first, with the number. The invitation to give comes second.

Dear supporter,

Before we ask whether you can help this Christmas, we want to say something else.

You don't have to be the one giving.

If you need help, you can call us. Even if you have always been the one who gives.

Tell us what you need. Two trained SVP volunteers can arrange a confidential visit and talk through how we may be able to help. A visit may take up to two weeks after first contact. SVP is not an emergency service.

Need help? Call SVP.

059 XX XXXX

If you are able to give, thank you. Your support helps SVP's work here in Carlow.

In one MESL 2026 model, a rural family with two full-time minimum-wage earners and two young children had about €25 a week above minimum essential costs. That is one model, not a measure of what anyone should give or how much they must need. [1]

**You don't have to
be the one giving.**

Need help? Call SVP.
Can help? Same number.

059 XX XXXX

Two local volunteers can call to the house.

SVP Carlow
RCN 20013806



PROPOSED CARLOW PILOT / NUMBER NOT LIVE

**You don't have to
be the one giving.**

Need help? Call SVP.
Can help? Same number.

059 XX XXXX

Both call counts.
One parish-hall board. SVP Carlow.

SVP Carlow
RCN 20013806



PROPOSED CARLOW PILOT / NUMBER NOT LIVE

10 Out of home: paired sites

HELP leads on one panel, GIVE on the other. Both routes and the number stay on each.

Out of home: shelter and shop

**You don't have to
be the one giving.**

Need help? Call SVP.
Can help? Same number.

059 XX XXXX

Two local volunteers can call to the house.

SVP Carlow
RCN 20013806



PROPOSED CARLOW PILOT / NUMBER NOT LIVE



The hero. The visit is the local proof: “Two local volunteers can call to the house.”

The solo. Both questions, one number, at pedestrian scale.

Digital out of home



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One composition, held for the full 12 seconds. No tally, no race, no colour change.

Counts change only between scheduled releases.

Illustrative counts.

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Digital out of home: four states

You don't have to be the one giving.

SVP CARLOW - 19 NOV 2026

RANG FOR HELP 12
RANG TO GIVE 17

Need help? Call SVP. Can help? Same number.

059 XX XXXX

Answered calls; not people, money or needs met.
One call may appear in both counts.

ILLUSTRATIVE COUNTS - PROPOSED CARLOW PILOT / NUMBER NOT LIVE
RCN 20013806



You don't have to be the one giving.

SVP CARLOW - 19-21 NOV 2026

RANG FOR HELP HELD
RANG TO GIVE HELD

Both counts held for privacy. This reporting period continues.

Need help? Call SVP. Can help? Same number.

059 XX XXXX

Answered calls; not people, money or needs met.
One call may appear in both counts.

ILLUSTRATIVE COUNTS - PROPOSED CARLOW PILOT / NUMBER NOT LIVE
RCN 20013806



You don't have to be the one giving.

SVP CARLOW - 19-21 NOV 2026

RANG FOR HELP UNAVAILABLE
RANG TO GIVE UNAVAILABLE

This period's figures are being checked.

Need help? Call SVP. Can help? Same number.

059 XX XXXX

Answered calls; not people, money or needs met.
One call may appear in both counts.

ILLUSTRATIVE COUNTS - PROPOSED CARLOW PILOT / NUMBER NOT LIVE
RCN 20013806



You don't have to be the one giving.

Need help? Call SVP.
Can help? Same number.

059 XX XXXX

You may have helped before. You can ask now.
One number. One parish-hall board.

SVP Carlow - RCN 20013806
PROPOSED CARLOW PILOT / NUMBER NOT LIVE



Count. Both figures, dated. 12 s ·
DOOH-
01_Count_Static12s_1920x1080.mp4

Privacy. HELD and HELD. The
reporting period continues.

Data. UNAVAILABLE. This period's
figures are being checked.

Fallback. No figures. “You may have
helped before. You can ask now.”
One number, one parish-hall board.

TV60: The greeting



Two calls. The same greeting. Equal attention.

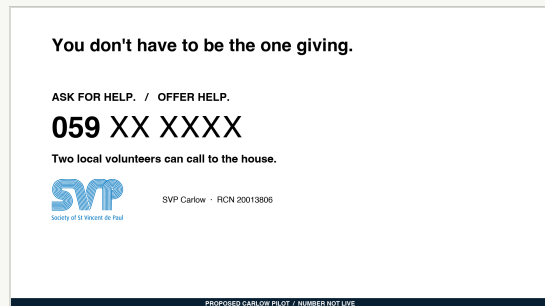
The first caller asks for help; the second offers it. Neither is heard. After the first greeting, an eight-second listening hold is left unresolved.

The greeting · 60 s

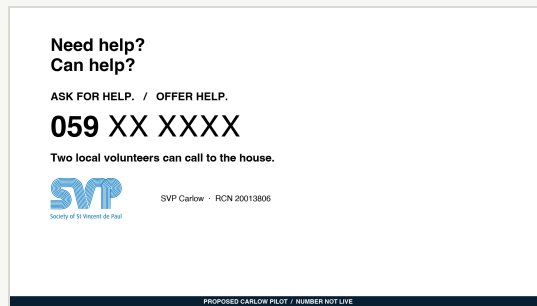
Still-frame concept edit, synthetic guide voice.

TV60_Concept_Film.mp4

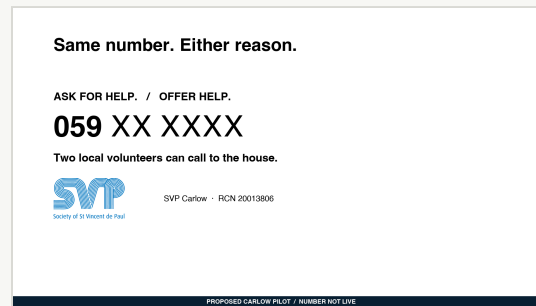
TV15: Same place



0–5 s The platform line.



5–10 s Two equal questions.



10–15 s The close.

Silent by design. Only the headline changes.

The number, both invitations and the local proof stay fixed for all 15 seconds: a complete contact opportunity, not a rush to the number at the end.

Same place · 15 s · Silent typography concept film · TV15_Same_Place_Silent_Type_Film.mp4

Vertical20: Take your time

You don't have to be the one giving.



SVP Carlow. How can we help?

NEED HELP? CAN HELP?

059 XX XXXX 

SVP Carlow
RCN 20013806

PROPOSED CARLOW PILOT / NUMBER NOT LIVE

**Need help?
Can help?**

SVP Carlow. Local volunteers.

NEED HELP? CAN HELP?

059 XX XXXX 

SVP Carlow
RCN 20013806

PROPOSED CARLOW PILOT / NUMBER NOT LIVE

The listening idea, on a phone.

One held composition for 14 seconds, then a six-second end card.
The contact strip never moves: twenty seconds of exposure for the number.

Take your time · 20 s · Still-frame concept edit, synthetic guide voice.
Vertical20_Take_Your_Time.mp4

Carousel: cards one to three

1 / 06

You don't have to be the one giving.

About €25 a week above minimum essential costs.

One rural family model in MESL 2026.
Not everyone's margin.

MESL 2026, Table 3; Appendix Tables, p.17.

059 XX XXXX

NEED HELP? CAN HELP?
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PROPOSED CARLOW PILOT / NUMBER NOT LIVE

1 Permission, then the margin.

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2 / 06

Two full-time minimum-wage earners. Two young children.

In one MESL 2026 rural social-housing model, weekly income exceeded minimum essential costs by €24.90. About €25.

**A modelled margin.
Not a rule for asking or giving.**

MESL 2026, Table 3; Appendix Tables, p.17.

059 XX XXXX

NEED HELP? CAN HELP?
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PROPOSED CARLOW PILOT / NUMBER NOT LIVE

2 €24.90 modelled weekly margin in one MESL 2026 rural model. Not an average or a gift.

3 / 06

**You may have helped before.
You can ask now.**

Tell us what you need.
SVP Carlow.

059 XX XXXX

NEED HELP? CAN HELP?
SVP CARLOW / RCN 20013806

 Society of St Vincent de Paul

PROPOSED CARLOW PILOT / NUMBER NOT LIVE

3 Permission to change places: you may have helped before; you can ask now.

Proposed Carlow pilot · Number not live

Carousel: cards four to six

4 / 06

**Need help?
Call SVP.**

Two trained volunteers can arrange a confidential visit.

059 XX XXXX
NEED HELP? CAN HELP?
SVP CARLOW / RCN 20013806

 Society of St Vincent de Paul

PROPOSED CARLOW PILOT / NUMBER NOT LIVE

4 The visit. Two trained volunteers can arrange a confidential visit.

5 / 06

**Can help?
Same number.**

Your support helps SVP's work here in Carlow.

059 XX XXXX
NEED HELP? CAN HELP?
SVP CARLOW / RCN 20013806

 Society of St Vincent de Paul

PROPOSED CARLOW PILOT / NUMBER NOT LIVE

5 The other call. Can help? Same number.

6 / 06

**Two reasons to call.
One parish-hall board.**

We publish both counts. Every time.

Small counts are held together for privacy. No caller details are published.

059 XX XXXX
NEED HELP? CAN HELP?
SVP CARLOW / RCN 20013806

 Society of St Vincent de Paul

PROPOSED CARLOW PILOT / NUMBER NOT LIVE

6 The public board. Both counts published together; no caller details.

Radio30: Either reason



0–1	One ring. Receiver lifted.	15–19	Silence. Reserved for the provisioned number.
1–5	“Need help? Call SVP Carlow.”	19–22	“Same number. Local volunteers.”
5–9	Silence. Reserved for the provisioned number.	22–26	“You don't have to be the one giving.”
9–13	“You don't have to be the one giving.”	26–30	“SVP Carlow. Registered charity.”
13–15	“Want to give?”		

The read does the work; the silence keeps the number honest. Both windows stay empty until a number exists.

Either reason · 30 s · Synthetic guide voice, timing proof. No music, no audible caller.
Radio30_Preferred.mp3

The system



1

The envelope

Offers help before it asks.



2

The number

One greeting for both reasons.



3

The visit

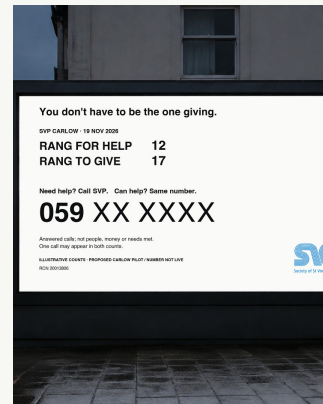
Two trained volunteers can arrange a confidential visit.



4

The board

Both counts, published together.



5

The media

Repeats the invitation, the number and the board.

Proposal readiness

What the pilot would need

A named operator: participating Conference and service lead

An agreed catchment and parish hall

A provisioned number

Staffing and routing for a shared intake

A safe callback procedure

Privacy-reviewed reporting

What it could test: questions, not targets

Do people understand that one number serves both routes?

Can callers who ask for help access the service?

Is the combined intake manageable?

Do the board's paired releases read clearly?



Same number. Either reason.

Need help? Call SVP.

Can help? Same number.

059 XX XXXX

SVP Carlow · RCN 20013806



Proposed Carlow pilot · Number not live

Evidence and model assumptions

The €25 figure

Rounded from a €24.90 modelled weekly margin in one MESL 2026 rural social-housing model: two adults each working 37.5 hours a week at the National Minimum Wage, children aged three and six, with defined childcare, housing and support assumptions.

It is not an average Irish family's spare money, a poverty threshold, a recommended gift or the cost of resolving a case. It appears only on carousel cards 1–2 and once in the letter, always with the model qualification.

MESL 2026 report, Table 3, p.46 · Appendix Tables, p.17; household definitions p.21
budgeting.ie/wp-content/uploads/2026/06/MESL-2026.pdf
budgeting.ie/wp-content/uploads/2026/06/MESL-2026-Appendix-Tables.pdf

The visit

SVP's public description of home visits, checked 6 September 2026: confidential visits arranged by two trained volunteers to listen and explore assistance; a visit may take up to two weeks after first contact; SVP is not an emergency service.

“Local” means volunteers serving the participating local Conference, not a claim about where they live.

svp.ie/what-we-do/home-visits

Proposed, not established

The dual-purpose number, participating hall, shared intake, public reporting and local donation accounting are proposed service design. No approval, launch, audience research, coverage or outcome exists.

Service and reporting detail

The call

Opening, both reasons: “SVP Carlow. How can we help?” If the caller hesitates: “Take your time.” If unclear: “Are you looking for help, or would you like to help?” Help conversation: “Tell us what you need.”

One shared intake; the volunteer listens before routing to assistance or giving staff. A caller who asks for help and offers support is helped first. No gift is solicited from someone requesting assistance.

What is counted

HELP: an answered call containing a request for assistance. GIVE: an answered call containing an offer to donate or support. One call may count in both. Test, nuisance, abandoned and unclassified calls are excluded.

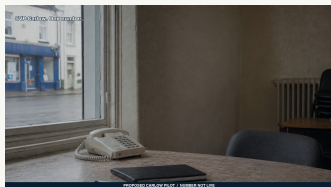
Evening publication rule

Exact figures are released together only when both are at least five and the privacy reviewer authorises release. Five is a proposed minimum, not a guarantee of anonymity.

If either is below threshold, both are held and complete days accumulate into one dated window. A window with an unrecoverable missing day is closed as UNAVAILABLE with its exact dates.

Equal figures get the same treatment as unequal ones. Missing data is not zero. Corrections are logged and marked. Nothing about an individual caller reaches the board.

TV60 storyboard



0–4 s One ring. The room, the phone, the ledger.



4–9 s “SVP Carlow. How can we help?” Then eight seconds of listening.



33–38 s Later light. The same greeting for the second caller.



42–47 s Two volunteers approach a door. The camera stays outside.



52–60 s End card held for eight seconds. No music.

0–4 One ring. Receiver lifted. Super: SVP Carlow. One number.

4–9 “SVP Carlow. How can we help?”

9–17 Eight seconds of listening. No caller voice.

17–23 “Of course. Two trained volunteers can arrange a visit.”

23–28 “Take your time.” Then silence.

28–33 Closed ledger and phone. Later light. A second ring.

33–38 “SVP Carlow. How can we help?”

38–42 “You'd like to give. Thank you.”

42–47 Exterior. Two volunteers walk towards a door; the camera stays outside.

47–52 Hold at the threshold. Super: You don't have to be the one giving.

52–60 White end card. Quiet room tone.

Media specifications

File	Format	Duration	Status
TV60_Concept_Film.mp4	1920 × 1080	60 s	Still-frame concept edit; synthetic guide voice; designed sound
TV15_Same_Place_Silent_Type_Film.mp4	1920 × 1080	15 s	Silent typography concept film
Vertical20_Take_Your_Time.mp4	1080 × 1920	20 s	Still-frame concept edit; synthetic guide voice; burnt-in captions
DOOH-01_Count / Privacy / Data / Fallback_Static12s_1920x1080.mp4	1920 × 1080	12 s each	Static held composition; illustrative counts
Radio30_Preferred.mp3	Mono MP3	30 s	Synthetic timing proof; number windows 5–9 s and 15–19 s are exact silence
Radio30_Full_RCN_Alternate.mp3	Mono MP3	30 s	Identical to 22 s; full-RCN ending
OOH-01 to OOH-04 flats	1600 × 2400	—	Poster artwork; in-situ comps are concept composites
CAR_01 to CAR_06	1080 × 1350	—	Carousel cards with publication caption and alt text
ENV_01 flat · DM_01 letter	2598 × 1299 · A4, 300 dpi	—	Review proofs; production fields to confirm before launch

Radio alternate ending

If the broadcaster or client requires the registered charity number in audio, the 22–30 second segment is replaced:

“SVP. Registered charity number two zero zero one three eight zero six.”

The second permission read and the short registration tag are removed. Everything before 22 seconds, including both telephone-number windows and the first permission read, is unchanged.

The preferred read is an editorial recommendation pending normal copy clearance, not a finding that a spoken RCN is exempt.

Radio30_Full_RCN_Alternate.mp3 · 30 s · Synthetic timing proof. Measured RCN read 22.150–27.447 s.