

# International Women's Day 2018



## Impact Report

# The Campaign

---

On 8<sup>th</sup> March each year, Dress for Success Dublin (DfSD) runs its largest awareness, clothing and fundraising campaign to coincide with International Women's Day.

In 2018, 55 corporate supporters joined DfSD to host events and donate clothing and funds around this date.

Our annual International Women's Day campaign enables DfSD to:

- Begin conversations and raise awareness of the key issues facing women in the workplace – and practical solutions to tackle them.
- Build our stock of clothing, which is then donated to DfSD clients for interviews and subsequent new job roles.
- Raise vital funds to enable DfSD to continue its work and provide services year-round.



# Corporate supporters

---

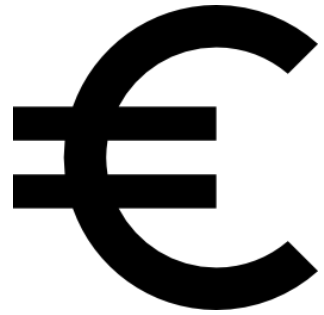
55 businesses supported the campaign in 2018

- 12 made financial donations.
- 41 donated clothing.
- eir was the headline sponsor for the 2018 campaign.

## Supporters Included



# Donations



**28,088**

Donated by 12 companies.  
Average donation of €2,340



**3,443**

Items of clothing donated by 41 companies  
Average donation of 84 items.

55 businesses supported the campaign

- 12 made financial donations
- 41 donated clothing.



# Social Media

---



**85,000**

Post Impressions

**+695%**

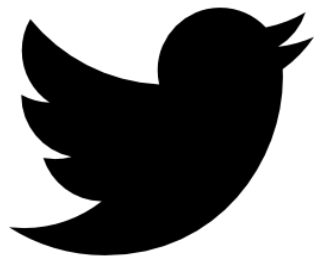
Increase on previous period

**157**

New Followers

**+614%**

Increase on previous period



**57,000**

Tweet impressions

**+294%**

Increase on previous period

**71**

New followers

**+111%**

Increase on previous period

DfSD joined the #IWD2018 online conversation celebrating prominent Irish women, raising awareness of contemporary challenges and profiling its supporters.

# Starting Conversations

---



## The Women's Podcast by The Irish Times with Dress for Success Dublin

Recorded at eir HQ with Sonya Lennon, Carolan Lennon & Gillian Harford, presented by Kathy Sheridan.



## Talks & Panel Discussions

7 talks took place on the issues facing women in the workforce and solutions to these challenges.

DfSD engaged with corporate supporters and with the public, discussing key issues and solutions, and increasing DfSD brand awareness across target audiences.



# Get in Touch

---

Email Martina Quinn for more details at [Martina@dressforsuccessdublin.org](mailto:Martina@dressforsuccessdublin.org)

Or visit our website at: [www.dressforsuccessdublin.org](http://www.dressforsuccessdublin.org)

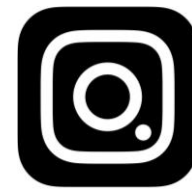
Follow us on:



[@DFSDublin](https://twitter.com/DFSDublin)



[@DFSDublin](https://www.facebook.com/DFSDublin)



[@DFSDublin](https://www.instagram.com/DFSDublin)

---