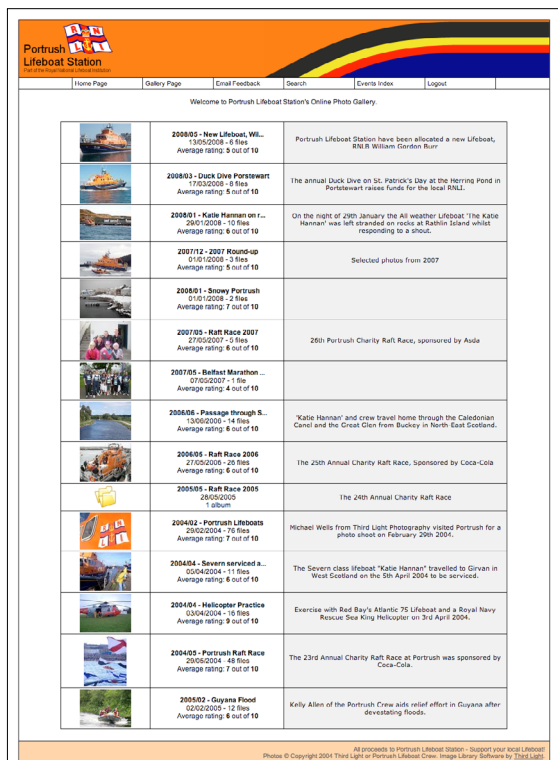


Testimonials Royal National Lifeboat Institute

Overview:

Portrush Lifeboat Station launched a Third Light IMS site as a resource for local fund-raising and to raise local awareness of the station's day-to-day activities. As well as streamlining the availability of images to press and public, the RNLI harnessed IMS's e-Commerce facility to generate much-needed funds to support its day to day operation.



Lifeboats

“ The RNLI plays a vital role in the life of many seaside villages, and there is always a lot of public interest in the powerful and evocative images of the volunteer lifeboat crews around the coast responding to emergencies at sea.

Third Light's software allows us to easily manage our photograph library, selectively publishing pictures for the visitors to our website. As well as public access, IMS gives us the control to provide selected high-quality images on demand to the media for newspaper and magazine coverage of publicity events. We received several requests for printed copies of images, and realised that selling prints was an obvious way of raising a bit of extra money for our Crew Training Appeal.

With IMS's PhotoBox integration we can not only sell prints, but also t-shirts, mugs and greeting cards - instantly available when we upload our pictures and without us having to charge, post or print anything ourselves. As a non-profit organisation, all the profits from these sales go to helping the Portrush crew save lives at sea.

Conchur Dickinson
Portrush RNLI