



Join My Legacy

Established in 2003, My Legacy is a non-profit umbrella organisation of national and local charities throughout Ireland. Our group vision is to create social change; to increase the level of will making in Ireland at every life stage and to make charitable bequests the norm in Ireland and a widely recognised and respected way of supporting a charity.

my legacy 



My Legacy Week 2016 Highlights

PR Strategy

Research, Photography, Ambassadors, Spokespeople and Member Engagement.
Earned media reach total of **6.2 million**, doubling our targeted KPI.

Digital Strategy

Drive and build awareness through Google Adwords and educational video content.
Total digital reach of **246,148**, exceeding target.

My Legacy is primarily managed by a board of directors comprising voluntary representatives from our member organisations.

It is an example of sector solidarity, innovation and successful legacy promotion as a group, achieving far more than an individual organisation could achieve.

We aim to raise public awareness of the great importance of making a will generally and how, after family and friends have been looked after, a legacy is a way to continue to support a favourite cause into the future.

We do this through a range of activities:

- Our annual national and regional media campaign every Autumn, My Legacy Week
- Ongoing research and training in line with international best practice
- Working with other stakeholders such as legal and financial planning professions, Government, our members and the wider charity sector



6.2
Million earned
media reach

23
National
Pieces

28
Regional
Pieces



Engaged Ambassadors;
Tánaiste & Minister for Justice Francis Fitzgerald,
Legal Expert: Bernie Parte and
Broadcaster: Lottie Ryan

177,631
total reach



68,487
total reach

157,461
video views



mylegacy.ie



Why join My Legacy

- **Peer support and shared knowledge** with other Irish charities via My Legacy's members forum
- Member legacy fundraising & communications **training** by Irish and international experts
- Attendance and **networking** at My Legacy events
- Participation in **My Legacy Week** annual national media campaign
- **Media showcasing opportunities** for individual charity members
- My Legacy Week member's **communications toolkit** specifically designed by leading PR agency, Edelman Ireland
- Dedicated web page on **mylegacy.ie**
- Use of My Legacy **communication tools**
- Access to **legacy research**
- **Government lobbying** by My Legacy on behalf of and for the benefit of members
- **Support and influence** an umbrella peer group committed to building a sustainable future for Irish charities

Membership Fees

Annual membership fees are calculated on a sliding scale based on **VOLUNTARY** (i.e. non-statutory) income as stated in the organisation's last audited accounts.
Please note, you must be a registered charity in the Republic of Ireland.

Voluntary Income	Membership Fee 2017
Less than €500k	€400.00
€500k – €1m	€800.00
€1m – €5m	€1,600.00
€5m – €10m	€2,400.00
€10m +	€4,000.00



To join My Legacy or to discuss our work, please contact:

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