



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 2017 Highlights

PR Strategy

Research, Ambassadors **George Hamilton** and **Darren Kennedy**, Spokespeople and Member Engagement.
Earned media reach total of **13.9 million**, doubling 2016 results.

Digital Strategy

Drive and build awareness through Google Adwords and compelling Ambassador video content with **873K impressions** and **7.2K clicks** to mylegacy.ie

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



13.9
Million earned
 media reach

**George
 Hamilton**



**Darren
 Kennedy**



344K
 video reach



151K
 video views



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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mylegacy.ie