

PRINT CATEGORY

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WHO WE ARE:

GOAL delivers programmes in Emergency Response, Food & Nutrition Security, Resilient Health and Sustainable Livelihoods.

GOAL is an international humanitarian response agency established in Ireland over 45 years ago. Our staff, GOALies, respond to emergencies in the most difficult and dangerous places, helping communities survive crisis and disaster. We are bold in our thinking, innovative in our approach and go the extra mile to help people struck by conflict, crisis or disaster. Increasingly, the crises we respond to are as a result of climate change and its disproportionate impact on the world's poorest people. GOAL's work in fragile and conflict contexts marks us out as different from other humanitarian organisations.

It takes GRIT (guts, resilience, initiative and tenacity) to be a GOALie. For example, in Syria and Turkey where GOAL has been working for over a decade and is today responding to the devastating earthquake, and in Ukraine where GOALies were on the ground within days of the outbreak of conflict, and we continue to help those left devastated by the ongoing war. GOAL staff work tirelessly in some of the most dangerous conditions imaginable. And in other countries like Ethiopia, Sudan and Venezuela / Colombia, we are on the front line, offering life saving and life-changing help to those forced to leave their homes to seek safety and refuge. We also promote Global Citizenship, recognising that we all share responsibility for a better world.

WHAT ARE THE ORGANISATIONAL OBJECTIVES?

- GOAL aims to deliver lifesaving and life-changing aid in areas of health, food security, nutrition, water, and livelihoods. We believe that every woman, man and child deserve the right to be healthy and feel safe, happy and protected.[ES1] [ES2]
- Our Crisis to Resilience framework focuses on using the right systems, working in partnerships, adapting to every different context, and being accountable to the people we help to increase their resilience and influence change. Please see link below.
- For generations GOAL has been working as agile first responders, to protect some of the world's most vulnerable people in some of the worst humanitarian crises.

- As specialists in delivering humanitarian aid for over 45 years this income stream enables us to be more responsive, more agile and reach more people. We work relentlessly to deliver better outcomes for communities in the 15 countries where we work.
- What is Legacy Giving? Legacy giving refers to a charitable donation that is made in someone's will. It is a special way of giving as it enables people to make a lasting impact to a cause close to their heart, and beyond their lifetimes. Legacy giving remains critical to GOAL's work and is a hugely important income stream, enabling us to reach people living in crises situations.

THE CREATIVE CHALLENGE

COMMUNICATIONS OBJECTIVE:

- To inspire the Irish people to leave a donation in their will and to in turn help vulnerable communities living in crisis around our world.
- We need to encourage people to believe that with greater financial support we can tip the scale in favour of people living in crisis.
- To do this we need to develop an emotionally compelling, GOAL-specific legacy creative approach to:
 - Make a compelling case to our target audience to leave a gift in their will to GOAL.
 - Inform the target audience how to leave a gift in their Will to GOAL.

Reasons Why?

Tackling global problems on a grand scale requires funds and donations left in people's wills is a special and powerful way to help.

WHAT PROBLEM ARE WE TRYING TO SOLVE?

Raising critical funds that help save lives. Donations left to GOAL in Wills are crucial to helping us help others.

Potential Barriers:

- Death is a **tricky subject matter** and perceived as a difficult ask. It can be hard to motivate people to help shape the future for others and in some cases leaving a legacy donation is perceived to be something only wealthy people are in a position to do.
- **Lack of Awareness** the Irish public don't all write wills let alone think about leaving a donation in their will to a charity.
- **Sense of Urgency** A donor doesn't get to see the impact, and thus may not feel the urgency. They need to feel the emotion, that they are making a difference, that they are part of something truly amazing.

- **Competing charitable causes** – lots of worthy causes can make it a challenge to stand out, especially as an international aid agency.

TARGET AUDIENCE/S:

Empathetic people of Ireland, aware of our global crises – poverty, food insecurity, wars, and climate risks. Ages 45+ but younger donors are becoming more open to talking about legacies also.

Good to know: Twice as many women leave a bequest but men leave higher value bequest

What we want them to think?

See GOAL as a trusted charity, 'open for business' in the legacy giving space. Truly believe the impact that a legacy donation will have on helping others. Ensure that leaving a gift in their will makes you feel good, feel ultra – special and benefits communities for years to come.

INSIGHT/ TRUTH:

If you don't ask, you don't get.

Ireland has the potential to be a market leader in Europe in terms of legacy giving to charities, for future growth.

Factors for this include:

- Sector is currently growing by 12% per annum
- Ireland's demographics
- Economic position and increased investment by charities in this space. The number of deaths is projected to increase by 14% over the next 7 years.
- Property prices have increased by 53% since 2016. (People often leave a percentage of their estate to a charity – which often is made up of a home).

Overseas charities, like GOAL are currently significant recipients of legacy gifts yet still GOAL's income and pipeline is decreasing, and we believe it is because we need to ask and promote legacy giving!

Our work would not have been possible without the generosity of the Irish people and legacy giving has played a critical role in enabling us to work with communities in the most dangerous and prolonged situations. This includes the recent crisis in Turkey, the ongoing war in Ukraine, the long conflict in Syria, or in Ethiopia, where we have been working since the tragic 1980s famine. We are there for however long it takes to help those who need it, and it's thanks to the strong history of giving from the public.

KEY MESSAGE:

Inspire people to leave a donation to GOAL in their Will.

Sustainability is key. Your Gift will live on.

A gift saves lives AND leaves people better off, with the ability to strive and become resilient.



tone of voice :How does this brand speak/ behave?

Emotional, Succinct / Urgent, Reassuring and Reliable and Inclusive

PROOF?



A life was transformed by the generosity of the Dolans, a grandmother holds dear the photo of Tiernan's parents.

Dolans' story is an incredible example of the transformative impact legacy has on so many others - the extraordinary affect each of us can have when we have the courage to care.

When husband and wife, Dermot and Eveline Dolan, passed away they left a gift to GOAL in their Will. It went on to transform the lives of some of the poorest families in Masaka, Uganda. Their son Tiernan shares their family's experience: "Losing both parents one year after the other was unbelievably tough. It was heart-breaking. Being GOAL supporters for years, it was no surprise that GOAL was generously remembered in their Will. Their gift continues to make a profound difference to families and Will for generations to come. "The gift in my parents Will enabled GOAL to build houses for some of the most vulnerable people in Uganda. Observing the project unfold was both a source of joy and a testament to the lives of two wonderful people.

One of the highlights of my life was visiting these new houses and seeing the difference the funding had made. One lady told me that she now had a palace, not a house. Another, that the health of the entire family would now improve. "Most moving of all probably was the single, disabled lady who opened her new house to others suffering from disability. Smiling children beamed massive broad smiles as I was shown round their new homes, their little hearts bursting with pride. My parents may be gone, but as well as living in our families' hearts forever, their legacy will continue to make a profound difference to other families for generations to come."

WHAT IS THE DESIRED RESPONSE? CALL TO ACTION

Leave a Gift to GOAL in your Will. Get in touch, find out more.



OTHER USEFUL INFORMATION/ GUIDELINES/ INSPIRATION

Motives for charitable bequest giving (Routley, Sargeant, Lowthian, What we know about legacy giving. Legacy Futures 2022)

Looking back The life review - "what does my life stand for and what will be my legacy?"

Looking forward Symbolic immortality - what will I leave behind, materially and in terms of my values?
Social influence What are other people like me doing?

Organizations' factors Who can I trust to spend my legacy well?

Psychological well-being and moving from consideration to intention (Lucy Lowthian, The Importance of Psychological Well-Being in Driving Charitable Bequest Decisions. Rogare 2021)

Connectedness The closeness or intimacy a person feels in their relationship with your charity

Self-efficacy A person's strong belief that you can achieve a desired outcome and make a difference

Purpose in life Presenting people with the opportunity to think about their life and what's important to them.

Identity importance Ensuring supporters identify with your cause and your charity

SPECIFIC REQUIREMENTS – PRINT

- Print Advertisement (jpeg/png/PDF - max filesize: 10MB)
- 300 words detailing how the advertisement meets the brief e.g. Insight and strategy behind your work, target audience.
- Entries must not contain any agency branding.

Best of Luck!



Our Crisis to Resilience framework

<https://www.goalglobal.org/wp-content/uploads/2022/07/GOAL-Strategy-2025-WEB.pdf> (p.30)



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CONTACT DETAILS

CHARITY CONTACT: COURTENAY POLLARD, CPOLLARD@GOAL.IE ; 087 985 0655

BRIEF CONSULTANT: SUSAN CLEARY - sueclearyconsulting@gmail.com

IAPF : SHREESHA HEGDE - shreesha@iapf.com ; 0894977781