

Memberships and Individual Giving

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Are they the same thing?

- **Membership Programmes**
- **Individual Giving**
- **Both Memberships & Individual Giving**



Membership

- **Generally has many benefits**
 - Access nights
 - Recognition
 - Advance ticket sales
 - Drinks receptions
 - Special invites



Membership

- **What is the Impact on your organisation?**
 - Low return v High maintenance
 - Time consuming
 - No staff to run it



Membership Solutions

- Don't have one

OR

- Get a volunteer to run it
- Be careful of your return on investment
- Direct Debits
- Festivals Working together?



INDIVIDUAL GIVING

NO tangible benefits - Investors

- **Philanthropic Supporters**
- **Benefactors**

Involvement = Investment



Individual Givers ?

- Who are they
- What do they want
- Why would they invest in you
- Surely they want a ROI
- They will want more of my time



An Approach to Individual Giving

- **Don't come at this in the negative** – We're a Festival that happens for 2 weeks of the year?
- No one would be interested
- Don't put your hand out because you think you should, it's not a good enough reason
- People don't get involved with negative organisations
- People don't give because of Tax Back - (it can be noted afterwards)
- Festivals - not an emotive organisation – so what? - or are they?



Share your story

- **Not your mission but your vision....**
- **Open dialogue You - Them - US**
- **Define areas of interest within your organisation - Listen for THE Impact**
- **Present the opportunity for involvement / investment**



8 Guiding Principles

CHANGE THE WAY YOU THINK – imagine if all your thoughts were negative.... Or how about if they were all positive?

1. **CHANGE YOUR VOLCABULARY** – use new words
Donors - Investors Survival - Vision
Transactions - Relationships Ask for Money - Present the opportunity
2. **THINK BIG** – people fund visions and want to be associated with success
3. **BUILD SIMPLE** – Pyramid
Top Look for Major Investors – large size
Middle Develop Key investors – medium size investors
Base Build your Foundation investors – friends / patrons

8 Guiding Principles

CHANGE THE WAY YOU OPERATE

Stop spending time figuring things out with consultants and asking advice

4. ACT NOW – just start and keep going – you’ll hear ‘no’ ‘no’ ‘no’ many times, but if you don’t hear it enough, you aren’t asking enough!

5. DISCOVER TALENT AND FORM TEAMS
 - Get the right people on the bus
 - Get the wrong people off the bus
 - Get the right people in the right seats

6. FOCUS ON RELATIONSHIPS – simple but effective



8 Guiding Principles

CHANGE THE WAY YOU FUND

7. COMMIT TO SALES – whatever way you look at this it is a SALES ROLE
8. JUST ASK and follow up and ASK, ASK ASK... but not for money!
Present the opportunity to involve - money will follow

