



the arts
council
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RAISE
YOUR FUNDRAISING GAME

Christmas Gift Guide

2023

Support the Arts this Holiday Season



HAPPY CHRISTMAS

FROM THE RAISE TEAM



This Christmas, give the greatest gift of all - bring the arts into your hearts!

Dear friends of the arts and RAISE participants,

If you're reading this, we know that you're someone who understands the power and impact of the arts.

It's a power that feels all the more potent at this time of year, when the nights turn dark and the days turn frosty. Whether happily waiting out a storm at an art gallery or cinema, braving the elements to see a long-awaited performance at your favourite theatre, or curling up with a good read - the arts are there for us when we need them most. Be it comfort, escapism, education, connection, pleasure, laughter or inspiration - there's no question that the arts provide us with so much.

And Christmas offers us a unique opportunity to give something back to this incredible sector and the organisations at its beating heart.

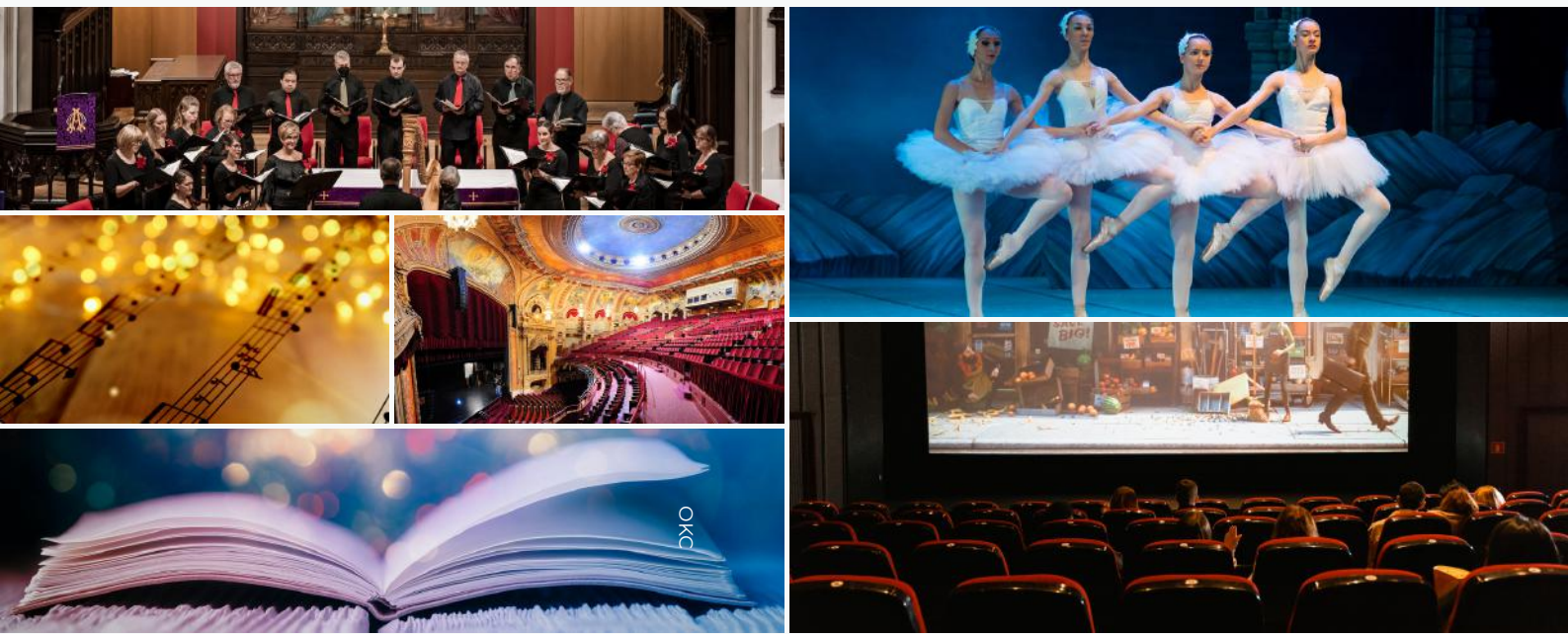
The RAISE Programme, delivered by OKC on behalf of the Arts Council, is made up of 50 incredible arts and cultural organisations from all across the country. In this Christmas update, we're delighted to share some ways that you can support the arts this Christmas - and make a loved one very happy in the process! Whether you're shopping for your friends, family members, colleagues, neighbours, employees, or lucky Secret Santa recipients, we're sure that you'll find a gift option within these pages that will bring a smile to their faces.

For the RAISE organisations amongst you, we hope you enjoy seeing what your fellow participants have planned for their engagement with friends and supporters over Christmas. And since it's the season of gratitude, you'll definitely want to check out the closing article for some tips on how you can cultivate greater donor appreciation in 2024.

Whether you're a RAISE programme participant or a lover of the arts wanting to show your support this Christmas, something that we all have in common is a belief in the inherent value of the arts and cultural sector and the impact that donations, corporate investment and philanthropic support can have. Thank you for being here, and for your engagement with RAISE. Our last newsletter of RAISE Phase 4 will be coming in the New Year, and we're looking forward to sharing all of the incredible 2023 achievements with you then.

Happy reading, and we wish you and yours a very Merry Christmas and a Happy New Year.

From all the RAISE Team





SUPPORT THE ARTS THIS CHRISTMAS

We're delighted to share a selection of Christmas campaigns from RAISE participants across the country. Whoever's on your Christmas list, we're sure you'll find the perfect gift for them here.

IRISH CHAMBER ORCHESTRA



Irish Chamber Orchestra's online Christmas Shop has returned for the festive season! Unique offerings include specially commissioned printed Christmas Cards designed by renowned Illustrator Jacob Stack, a selection of Vouchers, artwork and CDs for that special person in your life! Irish Chamber Orchestra Corporate E Cards are also available for purchase. These environmentally friendly and unique cards enable companies and organisations to send an exclusive personalised Christmas greeting – in English or Irish – to staff, board members, corporate clients, and suppliers. All proceeds from the online shop directly support Irish Chamber Orchestra's free educational programmes, which collectively cost €250,000 annually to deliver. Irish Chamber Orchestra has you and your loved ones covered this year! Visit <https://www.irishchamberorchestra.com/christmas/>



GLÓR

glór's Fundraising Raffle returns for 2023 with even Bigger Prizes! With fantastic prizes including two nights' accommodation at Dromoland Castle Hotel, Afternoon Tea for Two and two Massage Treatments, a €500 Voucher for The County Boutique in Ennis and Nenagh, Weekend Tickets to Doolin FolkFest 2024, Dinner for Two at Morrissey's Restaurant in Doonbeg, and two tickets to every show at glór throughout 2024! The draw will take place on 10th January 2024, and you can get your tickets [here](#). Your support of this fundraiser will help glór to continue producing incredible arts experiences, support community arts initiatives that might not otherwise be possible, and grow as a multidisciplinary arts centre.





TRISKEL ARTS CENTRE

In an era where so much entertainment is accessible through screens and digital platforms, the experience of a live event remains a powerful and irreplaceable way to connect with art, entertainment, and the world around you. It's a reminder of the value of being present in the moment and sharing an experience with others. **Gift your loved ones a Triskel voucher this Christmas** and let them experience of joy of live music and arthouse cinema.

IRISH BAROQUE ORCHESTRA

We believe in the power of music, and we know that you do too. 'IBO Infinity' is a programme of Education and Community Participation initiatives. There are five different elements to the programme. One of those, 'Access: IBO', offers all of our followers the chance to buy an additional ticket for our events at a reduced rate, as a gift for a beneficiary. These tickets will be matched to people in our Dublin community. We are asking our supporters to consider buying these as gifts for those close to them. Please find more information [here](#).



THE ARK

Support The Ark: Give a Giggle!

Experiencing the arts brings a whole host of benefits to children, but most importantly of all, the arts bring children joy and fun! Here at The Ark, we take fun more seriously than anyone else, and we work hard to bring the joy of art and creativity to tens of thousands of children each year, including many children who would otherwise miss out. By supporting The Ark, you can help us give a giggle to more children from here on in. [Donate now](#), share the fun and give a giggle this festive season!





WEXFORD ARTS CENTRE

Spread the joy of the arts this Christmas by gifting a Wexford Arts Centre Membership, and become part of Wexford's Creative Community as we enter into our 50th year ★ By becoming our Friend, you are contributing to the day-to-day running of the Centre whilst also helping support the wider arts community. Assisting us to develop new opportunities for artists, support local artists in creating new work, offer affordable rates, engage young people and provide social inclusion for all across Wexford. We also offer Gift Vouchers from as little as €5. Treat someone special in your life to the gift of Art – they'll love you for it! Wexford Arts Centre – Arts for All, Arts for Life!

THE EVERYMAN

Give EVERYONE the chance to enjoy The Everyman.

This panto season, all donations to The Everyman will go towards supporting our 2024 accessible programming. This means entertainment that EVERYBODY can access. Funds raised will support our programme of Inclusive Performances including ISL-interpreted theatre, touch tours, relaxed performances, audio-described performances and accessible backstage tours for a variety of audiences. You can ensure The Everyman is for EVERYONE by donating now. Visit everymancork.ie/supportus to find out more.

The Everyman is a not-for-profit theatre with charitable status,



THE MODEL

What a Wonderful Christmas Night at The Model!

One of the most beloved films in cinematic history, *It's A Wonderful Life* is a must-see during the Christmas season. What better way to enjoy it than in the company of friends at The Model on Thursday, December 21st? The proceeds of this fundraiser go towards The Model's community projects.

7pm | Enjoy mulled wine, mince pies and live piano music with Liam Gannon, setting the perfect stage for a festive night out.

8pm | Experience Frank Capra's timeless *It's A Wonderful Life* on the big screen at The Model. Join us for a wonderful festive night out! Find more information and tickets [here](#).



FISHAMBLE: THE NEW PLAY COMPANY



This Christmas, Fishamble has a number of gift options for lovers of daring new plays. You could give the gift of becoming a Fishamble Friend! For €100 a year (only €8.30 a month!), becoming a [Friend of Fishamble](#) helps us deliver an ambitious and impactful programme. Fishamble offers gift packs of its published [books](#). This holiday season, the Fishamble library is offering bespoke bundles, contact marketing@fishamble.com to design your own play gift pack! Finally, why not give the gift of a Fishamble [playwriting course](#) to the budding dramatist in your family?

DUBLIN INTERNATIONAL FILM FESTIVAL

Unwrap the Magic of Cinema this Christmas with DIFF!

Dublin International Film Festival proudly presents [Christmas vouchers and season passes](#), your passport to the best of Irish and international cinema hitting Dublin in February. Relive the thrilling atmosphere of last year's festival by securing your front-row seat to the cinematic wonders that await. Our vouchers, available at €20, €50, or €100, empower film enthusiasts to curate their perfect festival lineup. [Purchase your DIFF Christmas voucher or Season Pass NOW!](#) and bestow the magic of the movies upon your loved ones – See you at the heart of cinematic wonder!





CHILDREN'S BOOKS IRELAND

Children's Books Ireland – Gift A Book this Christmas

You know that feeling you get when you're lost in a brilliant book? When you're itching to find out what happens next, when you're laughing or crying with characters you've grown to love, when you have to stay up just a few minutes later to finish the chapter?



This Christmas, Children's Books Ireland are sharing that feeling with children who need it most. As the winner of the Arts and Culture category at the National Lottery Good Causes Awards, they're using the €10,000 prize money to gift books to children in homelessness, direct provision, and other areas of need. They're asking the public to match this figure, gifting hundreds more brilliant books to children across Ireland. Help change children's lives with the gift of reading. Please visit childrensbooksireland.ie/giftabook and donate the cost of a book today. #GiftABook



IRISH FILM INSTITUTE

As Ireland's national cultural institution for film, the IFI is a haven in the heart of Dublin City where you can see independent Irish and international cinema. With a Christmas gift of IFI Membership, the film-lover in your life will enjoy a full year of benefits including discounted cinema tickets, opportunities to attend exclusive Members-only screenings, priority access to festival tickets, savings across our Film Shop, Café Bar and IFI@Home film rentals, and much more!

With Membership and Friend tiers to suit all budgets, as well as gift cards available, give the gift of film while supporting the IFI's unique, year-round mission of film exhibition, preservation, and education. For more information, visit ifi.ie/support.





DUBLIN THEATRE FESTIVAL

Dublin Theatre Festival Business Friends, Gift Membership and Gift Vouchers

Becoming a Business Friend is one of the many ways that you can support the Festival. Friends enjoy free and discounted tickets, priority booking, brochure listing, year-round exclusive friends events and much more.

Take the stress out of buying Christmas presents and give your loved ones an experience to remember while also supporting Irish theatre. The perfect present, a Dublin Theatre Festival gift voucher can be used to buy tickets to any event in our programme or to become a Friend of the Festival. **Find out more [here](#).**



CHAMBER CHOIR IRELAND

Treat someone to the joy of music, all year round.

A gift membership with Chamber Choir Ireland will give your loved one a year full of choral treats to look forward to, with complimentary tickets, priority booking, invitations to exclusive events, and more.

The perfect gift for music-lovers, your gift will allow them to share the joy of choral music with people all over Ireland, supporting everything from educational and community programmes, to choral masterpieces and exciting world premieres.

All of Chamber Choir Ireland's membership levels are available as gifts, beginning at €35 for the music student in your life. **Find out more [here](#).**





Image credit: Liz Magor, *The Rise and The Fall*. Opening reception at The Douglas Hyde, July 2023. Photography Maria Maarbjerg.

THE DOUGLAS HYDE

The Douglas Hyde is a unique space to see and learn about contemporary art, located in the heart of Dublin city centre. They present ambitious new artworks by Irish and international artists, in the gallery and beyond, to produce extraordinary and inspiring experiences.

Their Friends and Supporters are a vibrant community of people who champion their work and gain exciting behind the scenes look at our programmes. Why not offer the gift of becoming a Friend or Benefactor at The Douglas Hyde for the art lover in your life this Christmas? Visit our website [here](#) for more information.

LIMERICK PRINTMAKERS

LP Winter Print Fair 2023

Limerick Printmakers launches its annual Winter Print Fair on Saturday 2nd December, which continues right up to 2pm on Saturday 23rd December – for the last minute shoppers! Featuring a wide range of both framed & unframed works on paper from LP's 70+ studio members, LP's annual Winter Print Fair showcases the diversity of its cohort of talented members, alongside the breadth of print processes hosted within the studio, which encompasses intaglio, relief, silkscreen, lithography, & cyanotype, alongside analogue & digital photography. All artwork is available to purchase and artwork can be viewed in person, with daily updates via LP's [Instagram](#) feed every day in December. Prices range from just €10 for mini prints to approx. €600, with a strong focus on affordable, accessible artwork. LP can organise payment and postage of artwork to any location. Find out more [here](#).





POETRY IRELAND

Give the Gift of Poetry this Christmas

For the poetry-lover in your life, what better gift than the title of Patron of Poetry?

When you gift a Poetry Ireland Friends and Patrons membership, your loved one will be welcomed into a community of likeminded individuals committed to helping Poetry Ireland in their mission to connect poetry and people. Your gift will support Poetry Ireland to achieve excellence in the reading, writing and performance of poetry throughout the island of Ireland, and give your loved one the opportunity to stay close to Irish poetry with access to exclusive events, advance booking and discounts, subscriptions to publications and limited-edition gifts. There are four tiers of support from which to choose, with each enjoying unique benefits – find out more on the [Poetry Ireland website](#).



IRISH NATIONAL OPERA

This Christmas, give your staff, colleagues, or loved ones the gift of more than just music – present them with a membership to Irish National Opera, where they become part of a vibrant community of opera and music lovers, and make an impact on the cultural landscape of Ireland.

With an Irish National Opera Gift Membership, you're not only having an impact on creating a sustainable opera ecology in Ireland, you're also opening the door to unique opportunities including invitations to exclusive events, behind-the-scenes content, priority booking and more. From seasoned aficionados to those new to the operatic world, this membership promises a year filled with shared experiences, cultural exploration, and the joy of contributing to the development of opera in Ireland for generations to come. [Click here](#) to purchase an INO Membership this festive season.





MUSIC NETWORK

Are you looking for a Christmas gift for a music lover in your life? Look no further...

Music Network Gift Vouchers

Every year, we present a number of nationwide tours that bring high quality live music to communities across Ireland, with a diverse selection of intimate and inspirational classical, jazz and traditional music concerts featuring the very best Irish and international musicians. Gift Vouchers can be bought [here](#) and used to purchase tickets to any of our concerts and events nationwide.

Music Network Friends Memberships

When you gift a Music Network Friends Membership, you're giving the music-lover in your life a unique opportunity to join a community of likeminded people who are supporting musicians and making affordable and exceptional live music available to communities across the country. Find out more [here](#).

GALWAY INTERNATIONAL ARTS FESTIVAL

Give the Gift of GIAF this Christmas – your support will enable us to make the Festival happen.

- Create an Extraordinary Gift Experience this Christmas with [Friend of the Festival Gift Certificates](#).
- [GIAF Gift Vouchers](#) (available in €25, €50, €100 and €200 increments) allow your friends and family to choose the perfect play, music gig, or other Festival event as details of our 2024 programme are announced (full programme will be released in May 2024). [Vouchers are available in €25, €50, €100 and €200 increments.](#)
- [GIAF Christmas Gift Packs](#) include GIAF merchandise, gift vouchers, limited edition totes, candles and tickets (can be ordered up to December 18th)
- You can see our full collection at store.giaf.ie

Galway International Arts Festival
15–28 July 2024

CREATE AN EXTRAORDINARY GIFT EXPERIENCE THIS *Christmas*

Our Friends Gift Certificates are the perfect gift for arts lovers in your life.

Unwrap a world of exclusive perks, including priority booking, complimentary merchandise, tickets to select shows, and more – all while making the magic of GIAF possible.

For further information contact
Aisling O’Sullivan | friends@giaf.ie



THE ART OF GRATITUDE

CULTIVATING DONOR APPRECIATION IN 2024



If you work in the arts, you know just how important donors are - they are the beating heart behind your mission, making possible all of the incredible impact you have in your community. But do your donors know how important they are?



By that we mean - do your donors feel appreciated by your organisation? Do they know just how much they mean to you? And, importantly, not just how much *their support* means to you - but how much they *as a person* mean to you?

Thanking your donors is about more than gratitude and etiquette - it's a way of nurturing those important relationships to help sustain them into the future. And in today's philanthropic landscape, it's more than a nice-to-have - **it's essential.**

Why Donor Appreciation Matters

Donor retention is just as important as - perhaps even more important than - acquisition. In fact, it costs not-for-profits about **10 times more** to bring in a new donor than it does to keep an existing donor (*Source: Zeffy*). And yet - donor retention often doesn't get as much time, energy or resources dedicated to it. Making donor appreciation a priority strengthens the bond between donors and your organisation, increasing the likelihood of continued and long-term support, as well as increased support over time. As we're always saying, **think 'friend-raising' over 'fundraising'**.

So how do you go about making sure that your donors feel appreciated?

1. Communicate Regularly

In 2024, make a plan to check in with your donors regularly, reaching out not only when you have a fundraising appeal or campaign. Regular outreach, engagement and thanks outside of appeals is important too. Avoid being an organisation whose donors only hear from you when you want something from them - be proactive about your communication, and show your donors how much their support means to you.

2. Make it Personal

Whether it's a handwritten note, a personalised email, or a friendly phone call, getting in touch to let your supporters know that they are seen, loved and appreciated goes a long way towards building strong relationships. Importantly here - you're not asking for anything. Instead, you're creating a connection with your donors, reminding them of your organisation and why they care about your mission, and showing them the impact that they are having by supporting you.

3. Get to Know Your Donors

It's important that donors feel seen and appreciated for who they are - not just what they can give. Make an effort to get to know your donors - use phone calls, surveys and focus groups. Ask your donors about what they value and why they support you. When you know who you're talking to, it's much easier to communicate in a way that's going to resonate. And as well as asking them about themselves, ask your donors for their input. This not only makes them feel valued but can also provide valuable insights for your organisation.



THE ART OF GRATITUDE

CULTIVATING DONOR APPRECIATION IN 2024



4. Spotlight your Supporters on Social

While some supporters wish to donate anonymously, many people appreciate being recognised for their support and impact, particularly corporate partners. **Celebrate your supporters by publicly thanking them on social media.** Either share what they mean to your organisation, or even ask them to share what your organisation means to them. Sharing a company or an individual's personal giving story is a great way to both nurture a lasting relationship with current donors while capturing the attention of potential donors. Remember – it's important to make sure that your donors are comfortable with being addressed publicly, so be sure to get their permission first.

5. Plan a Donor Engagement Event

Donor engagement events are a great way to help your donors feel valued. An event like this should be all about donor impact. Share stories about all that your supporters have made possible – whether those stories come from clients, beneficiaries, or staff members. These events exist to build trust, create a dialogue with your donors, and help to show the alignment between your donors' interests, and your mission.

6. Review your Donor Stewardship Strategy

Now is the perfect time to check in on your existing donor care strategy, and look for any gaps that you might be able to fill. Think about:

- How well you know your donors and what motivates them
- The frequency of your communications
- The level of personalisation in your communications
- How you share your impact (and your donor's impact!)
- How well you know your donors (their giving history, their birthday, their communication preferences.)
- Creating unique experiences for specific donor groups
- Making sure your donation process is as user-friendly and visually pleasing as possible.

Remember that cultivating donor appreciation isn't just a one-time effort; it's an ongoing process that can help you build stronger and longer-lasting relationships with your supporters, secure future funding, and ultimately, achieve your organisational goals. With these tips, we hope that you can show your donors exactly how much they mean to you, and nurture those important relationships so that they can grow and be sustained long into the future.



Your RAISE Team

Team OKC welcome any RAISE enquiries you have. Please contact the team at raise@okennedyconsulting.ie and/or reach out to your project lead.



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Martin O'Sullivan, Arts Council Deputy Director, Finance Director and Secretary

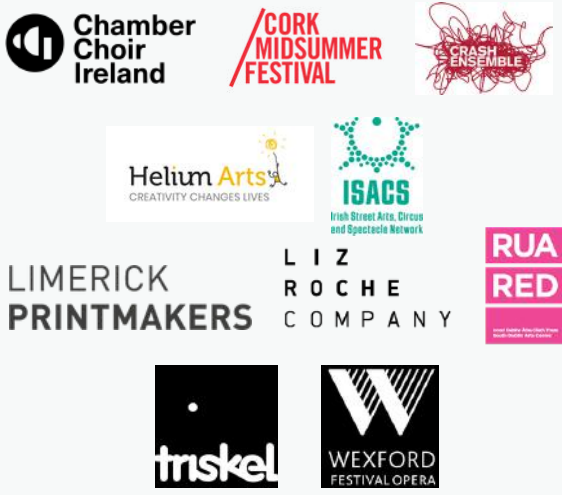




Philanthropy, in tandem with government investment, has a key role to play in promoting Ireland’s arts and cultural sector, supporting organisations in creating and sharing impactful work across a diverse range of art forms.

OKC is delighted to partner with the Arts Council to deliver RAISE, providing fundraising training and support to 50 arts organisations across the country in Phase 4, and empowering them to engage individual donors, businesses and foundations as partners in delivering first-class programmes, events and exhibitions. The RAISE programme supports Arts Council-funded organisations to augment their regular funding by building capacity to generate significant new private philanthropic investment.

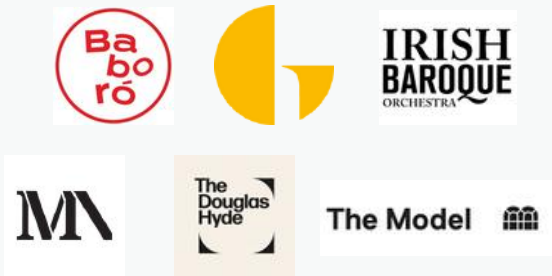
RAISE Academy



RAISE Advance



RAISE Accelerate



RAISE Up Fund

