

FUNDRAISING UPDATE



April 2019

This month's fundraising update features even more summer fundraising ideas to help you make the most out of the upcoming season while you still can! If you have any great summer fundraising ideas we've missed out, we'd love to hear from you. Get in touch and let us know so we can include them in future mailings. We also have info. on a trial of contactless donation tin labels that we're trialing. We're looking into affordable technologies that local groups can use to take donations from people and this is potentially a great solution – read on for more info. If you know of any contactless donation options that you think we could try, we'd love to hear from you.

More Summer Fundraising Ideas

Open Air Event: there aren't many months of the year when you could get away with an open-air event, so make the most of the summer months before they pass you by! In previous years, many groups have had success with open air events. The Cardiff Amnesty Group held a day of stand-up comedy at the Open-Air Theatre in Sophia Gardens in Cardiff. They had a host of high-profile comedians perform and they used the event to raise awareness of the case of Nazanin Zaghari-Ratcliffe. In the past the Ely Amnesty Group have managed to raise up to £2,000 with their jazz picnic event held during the day in the garden of the Old Palace in Ely.



Amnesty Cardiff's Stand Up Amnesty Event

There are all sorts of events you could do in an open-air setting. You could follow the example of the Cardiff and Ely groups and organise a live music or comedy event. Alternatively, you could organise some sort of fayre with stalls, food and entertainment. Any event you organise could be linked to whatever campaign you're working on easily enough by having actions on a stall where people can take action. Charge for entry to any event you organise, hold a tombola or raffle and have stalls selling refreshments to raise money for Amnesty International UK.

Walking Tour: people love to get out and about when the sun comes out! Organise a walk around your local town or city that takes in historical sights, interesting buildings and anything else that makes your town unique. Partner with a company that offers these sorts of tours or come up with one of your own. If you work with any local refugee organisations in your area, you could invite them along to help make people resettled in the area feel welcome. To raise money, either charge for the walk or ask for donations at the end. You might have to get permission from your local council to hold a walk, so check with them first.

Your Own Ideas: there are loads of fundraising ideas that work best around summer. Have a chat as a group to work out what you can do to raise money for Amnesty International UK and the profile of your group. You can contact the Community Fundraising team using the details below for advice, fundraising materials and general event support. If you come up with something that you're particularly proud of, let us know so we can pass the idea on to other groups.

GET IN TOUCH: fundraise@amnesty.org.uk / 020 7033 1650

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Contactless Donation Labels

In the last year or so we've had feedback from groups who organise street collections saying that people are increasingly unlikely to carry cash. This has led to a slow but steady decrease in takings from some street collections. In response to this feedback, we're exploring technological solutions to the problem. One of the potential solutions we've found comes from a company that produce contactless donation labels. These have QR codes that can be read by most mobile phones equipped with cameras and NFC chips that can be read by most modern smartphones. They look like this:



Currently these labels can only be used to raise money for the Charitable Trust not for the Section or for your local group's funds. If they prove successful, we will explore using them to take money for groups and for the section.

Contact Richard (contact details below) in the Community Fundraising Team if you're interested in trialing these with your group.

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