

# FUNDRAISING UPDATE



May 2019

This month's fundraising update has an appeal for local groups who have organised successful fundraising events to share their stories. There's also a reminder of the contactless donation tin labels that we're trialing. Let us know if you want to take part in this trial.

## What have you been up to?

We like to feature stories of successful local group fundraising events in these updates to help inspire groups who are struggling to come up with fundraising ideas. If you've organised an event recently which went well, let me know! Even if it didn't go as well as you were hoping, we'd love to hear what lessons you learnt and how you'd do things differently next time. Email [richard.glynn@amnesty.org.uk](mailto:richard.glynn@amnesty.org.uk) with details about your fundraising activities.

For those of you that are looking for ideas, explore previous local group fundraising updates for ideas and stories from other groups.

## Contactless Donation Labels

We're continuing to explore options for allowing groups to take non-cash donations. Currently, we're testing donation labels that allow people to donate using their smartphones. These labels work using QR Codes and NFC chips. 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.

We're looking into devices that will allow you to take donations directly from people's debit cards. Watch this space for more info.

GET IN TOUCH: [fundraise@amnesty.org.uk](mailto:fundraise@amnesty.org.uk) / 020 7033 1650

We are committed to the highest standards in fundraising.  
Read our promise to you: [amnesty.org.uk/promise](https://www.amnesty.org.uk/promise)

