

FUNDRAISING UPDATE



March 2020

This month's local group mailing features an update on the matched funding opportunity raising money to support human rights research in Syria. We also have some ideas of how you can keep up your spirits up and raise money for Amnesty International UK as people increasingly have to limit their social interactions to keep us all safe.

Matched Funding Update

We've already raised over £6,000 towards this project – money that will be matched by a group of generous donors with those matched funds supporting human rights research in Syria. You can read more about the background of this project and about the work that these matched funds will be supporting in [last month's local group fundraising update](#).

The Church Stretton Amnesty Group held a successful ceilidh event raising money for this project. The excellent 'Wild Eric Band' performed and there was a great turnout. In total, it raised £600 for Amnesty International UK with that money being matched bringing the total to £1,200 – a great result!



Dancers at the Church Stretton Amnesty Group's Ceilidh

Suspension of Fundraising Events

Many local groups have had to suspend fundraising events in the light of government advice on social distancing to restrict the spread of the COVID-19 virus. We urge all groups to review their fundraising plans and in the context of government advice and take no chances. We will be issuing further advice to local groups via mailings so please keep an eye on these.

Digital Fundraising Ideas

As many of us have to limit social interactions to help limit the spread of COVID-19 it's important that we do what we can to keep our spirits up. Traditionally, fundraising is a great way to get

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together with friends and do something positive and life affirming. Of course, many of the traditional fundraising ideas – bake sales, pub quizzes etc... – are off for the time being, but there are things you can do. Please do remember that many people are struggling financially at this time and might not respond to fundraising asks. Where possible, your fundraisers should focus primarily on helping keep people engaged and connected, with the fundraising ask being secondary.

Here are a selection of social fundraisers you can organise while remaining safe and staying within the latest government guidelines:

Digital Bake-Off: bake sales are the archetypal fundraising event, but unfortunately they aren't easy to organise when people are limiting social interaction. A way to get around this could be to organise a digital bake-off or baking showcase. You could get together with a group of people to take place in a baking challenge over Instagram or Facebook. You'd each have to bake a cake and would then invite the public (or just each other) to vote on the winner.

Recipe Sharing: mealtimes become all the more important when our contact with outside world is limited. Share some of your favourite recipes via social media and ask people to consider making a donation to Amnesty International UK if they liked them. Invite others to make their own suggestions.

Digital Book Club: reading is another great way to pass time and be entertained. Of course, it isn't the most social activity...unless you're in a book club! Use Instagram, Facebook, Twitter or email to decide on a book to read (consider buying from our [online bookshop](#)) in a set period (a week is usually enough) and then arrange a time to get together to discuss the book. Take it in turns to suggest a book and have the person who makes the suggestion decide on a few points to get the discussion going. If you'd like, you can open up the discussion more widely and invite strangers to get involved. Ask people who get involved to consider making a donation to Amnesty International UK.

If you're not keen on reading, this also works with records, films and TV-shows. With records, you could consider listening to bands' and artists' entire discographies to give you more to discuss and you could do the same with directors' or actors' filmographies.

Fundraising Support and Office Closure

The Amnesty International UK office is temporarily closed but you can still reach Richard in the Community Fundraising team by emailing richard.glynn@amnesty.org.uk or calling 020 7033 1650. You can also contact him on facebook: www.facebook.com/AmnestyUKRich

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