

FUNDRAISING UPDATE



June 2020

Recent changes to lockdown restrictions have made some, limited fundraising activities possible. However, it's likely to be a while before you'll be able to get back to the usual collections, bake sales and live music events. Cafes, pubs and restaurants will be opening, but they're unlikely to allow you to host large events. Also, vulnerable people are still going to be cautious and might not feel comfortable going to fundraising events.

There are still ways your group's can raise vital funds to Amnesty International UK though! We are still seeing virtual events happen and it's possible to do very small, outdoor gatherings that could cautiously incorporate a fundraising element. We are also celebrating Pride this summer with a virtual campaigning space (see main mailing for more info.) and a fundraising ask. Read on for more info. on that!



Pride events transform cities across the country into dazzling displays of colour as rainbow flags flood the streets in celebration of LGBTI+ culture. Lockdown means that isn't possible this year, so we're asking Amnesty International supporters to raise funds for Amnesty International UK while celebrating Pride Inside during lockdown. You could go for a run wearing as many colours of the rainbow as you can, bake a rainbow cake (if you can find flour!), host a pride themed quiz on a video conferencing app or anything else you can think of! Just ask people to sponsor you and tell them about the work we do supporting LGBTI+ rights across the world.

[Take the Pride Inside Challenge to raise money for Amnesty International UK](#)

The money you raise will help Amnesty International UK continue to fight for the rights of LGBTI+ in the UK and across the world. Whether it's equal marriage, the right for trans people to self-identify, or the right of LGBTI+ to live and love freely without the fear of violence and oppression, we're there supporting it. Ready more about our work on LGBTI+ rights: www.amnesty.org.uk/lgbt

University of Leeds Jamnesty

The University of Leeds Amnesty Group regularly hold Jamnesty live music events featuring local and student bands. These events were always popular and have raised over £1000 a year for Amnesty International UK. They had one planned for March of this year that had to be cancelled. Despite being disappointed, the group decided not to give up and try and organise a remote Jamnesty instead. They contacted acts that would have performed at the cancelled event to ask them to submit short video performances and also contacted other Amnesty student societies across the



A lockdown performance in the garden for Jamnesty

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UK and from further afield – they had submissions from Germany and Morocco! – and asked them to submit videos too. More tech-minded members of the group were able to knit these together into a single video that was broadcast live at a set time. People watching were asked to donate to a Just Giving page they had setup.

You can watch a recording of the [University of Leeds Amnesty's Event on YouTube](#)

Organise your own Virtual Event

If you want to try something similar, follow these steps:

Date and format: give yourself plenty of time! Decide when you'll be doing your event, what sort of virtual event you'll be doing and how you'll stream it. YouTube is a great platform to use because more people are familiar with it. You can find guides on how to do this online like [this helpful one](#). Other platforms like Twitch are also popular.

Logistics: will you be streaming live or broadcasting something pre-recorded? How will you get people to tune in? Who's going to be responsible for ensuring all the elements come together?

Promotion: make sure you promote the event across social media. Drum up interest with short video clips and info. about Amnesty UK's campaigns.

Setup a fundraising page: make sure you have a fundraising page setup and working well in advance of the event. [Just Giving](#) and [Virgin Money](#) both work really well.

If you're not confident to organise an event just yet, look at what other groups and organisations are doing for inspiration. The Bristol Amnesty Group are planning a virtual version of their famous garden party in August (keep an eye out [their Facebook page](#) for updates.) Also, remember you can contact our community fundraising team for help and advice at any time.

Get in touch

As always, our Community Fundraising Team is on hand to support your fundraising efforts. Despite the office being closed, it's business as usual and you can contact us by email, phone or on Facebook. Details below:

Email: richard.glynn@amnesty.org.uk

Phone: 0207 033 1650

Facebook: www.amnesty.org.uk/amnestyukrich

We can help you setup fundraising pages, work out what streaming platforms to use, send you t-shirts and other resources and just generally offer advice.

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