

FUNDRAISING UPDATE



July 2020

This month's local group fundraising update has some great examples of creative, exciting virtual fundraisers organised by local groups and individual Amnesty International supporters. Read about how groups raised funds with virtual street collections and a virtual tour of London and how the actor David Horovitch is memorising and performing all of Shakespeare's sonnets to raise money for Amnesty International UK.

Virtual Street Collection

The Haslemere Amnesty Group had a street collection planned before lockdown happened and all physical fundraising events had to be shelved. It's an annual event and they didn't want to cancel it entirely, so they decided to make it a virtual collection. They sent an email out to everyone on their distribution list asking people to either donate via BACS or drop a cheque at one of a few addresses across Haslemere. They kept the appeal going for a month and managed to raise £290 – slightly more than their last street collection raised!

It's likely to be a while before street collections can happen as they did previously, so remote collections are a great way to raise some much needed funds for Amnesty International UK or your group.

Virtual Tour of London

The Mayfair and Soho Amnesty Group recently donated £400 to Amnesty International UK, a good chunk of which was raised with a virtual fundraising walk through London called 'a Tale of Two Bridges'. It took in sights like Westminster and Lambeth Bridge, Lambeth Palace, Smith Square, Westminster Abbey and Parliament Square. All of the sights are united by themes, including protest and mobilisation, relevant to Amnesty International UK and contemporary issues.

Tickets were sold via Eventbrite at £5 per ticket with over 80 tickets being sold. The walk was broadcast on Zoom and presented by [Richard Cohen](#), a professional tour guide. Richard lives nearby so was able to get to the route without going on public transport.

Guided walks can work really well as fundraisers. They hard to organise on your own, so if you're planning on organising one, consider approaching a local guide in your area to see if they're interested in partnering with your group.

Sonnets in Isolation

Lockdown has led to a sudden, unexpected shift towards virtual fundraising. As you can see from the examples above, many groups have taken to this really well! We've also had individual Amnesty International supporters get in touch with some original and exciting fundraising ideas. The actor David Horovitch is planning to memorise and recite all 154 Shakespeare sonnets and post performances of them on YouTube. He's nine in so has a few to go! You can read about what he's doing, donate and watch the videos on the [dedicated website](#) he has set up.

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

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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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