

# FUNDRAISING UPDATE



May 2021

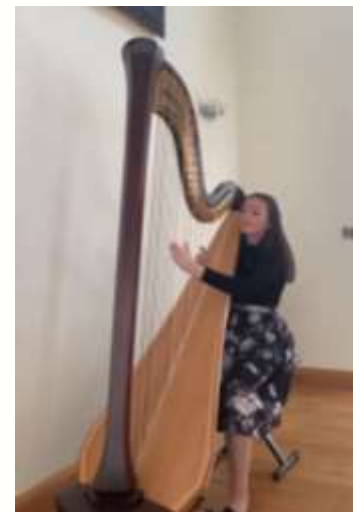
This month's fundraising update features news of some great local group organised fundraising events. We also have some advice on how to start planning for the lifting of social distancing restrictions. The current roadmap means that traditional fundraising events are possible again for the first time in over a year. We have been amazed by how local groups have adapted to fundraising in this new, virtual era and we can't wait to see how these newly acquired skills will be applied to organising hybrid events in the real world with virtual elements, reaching more people than ever before!

## Making a Song and Dance of It

Cardigan and North Pembrokeshire in Wales are one of the best fundraising groups we have and their event Making a Song and Dance of It, is a highlight of the fundraising calendar. Like so many events, they had to make this year's a virtual event. This is always a challenge but particularly so with an event that has dancing as a key element!



Undaunted by this challenge, the Cardigan and North Pembrokeshire Group setup a [Just Giving page](#) to take donations for the Amnesty International UK Charitable Trust and a landing page to host the event. The event featured a mix of acts performing everything from poetry to harp to electric guitar. There was no dancing on screen but those watching at home were invited to if they wanted to!



This fundraiser has already raised over £500 and the fundraising page still has not closed! [Donate to their fundraising page](#) and [watch a recording of the event](#)...make sure you have the volume up and you have space to dance!

If you want to organise an event like this, please get in touch using the details at the bottom of this update.

## Help Get Them Home

In last month's fundraising update we featured an amazing, ambitious fundraiser organised by the Cardiff Amnesty Group. They invited Amnesty supporters from up and down the country to join them in walking the distance from London to Tehran in solidarity with Nazanin, Mehran and Anoosheh, three British/Iranian nationals held in Iran. Read more about this event in [last month's fundraising update](#) and [donate to show your support](#) to the Cardiff Group and Nazanin, Mehran and Anoosheh.



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

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## Organising Physical Fundraising Events

If all goes according to plan, social distancing restrictions will end in England on June 21<sup>st</sup> and there are plans to remove many restrictions in Scotland, Wales and Northern Ireland by the end of June. This means that you can now start planning fundraising events in the real world! These timescales are subject to change so please do check on the latest plans before making any plans.

It may have been a while since many groups have organised a fundraising event, so as a reminder here are the steps you should take when planning an event:

- What sort of fundraiser? First things first! Decide what you're actually going to do. You could organise a bake sale, live music event, public collection, sponsored walk/run or anything else you think would work as a fundraiser. Draw on the experience of the people in your group and your contacts when deciding what to do.
- When? Next you need to pick a date. The 22<sup>nd</sup> June may be optimistic so I'd recommend waiting until a little later in the summer. Choose a date that gives you enough time to plan and that volunteers can make.
- Where? All events need a venue, whether it's a public park, a pub or a music venue it can make or break your event. See if events will consider discounts as your event is a fundraiser.
- Safety. This has always been important but now more so than ever people are cautious about their safety at public events. Always do a risk assessment for your events and take measures to ensure everyone can enjoy them safely.
- Who? It's important to have an organisational team in place for larger events. What roles you go for depends on the type of the event but we recommend having someone to oversee it all, someone else to coordinate volunteers and a person to handle promo at the very least.
- Promo! Even the best organised events will fail if you haven't done a good enough of a job getting the word out there. Make sure you make full use of social media and any contacts you have to ensure as many people as possible know the event's happening.

Whatever you're doing, let us know and we'll speak to you about the support we can offer. Our Community Fundraising and Events team (see below for contact details) is on hand to help by offering advice, free fundraising materials and help with promotion.

## Get in Touch

If you have any questions about this fundraising venture or any other questions relating to fundraising with your local group, please do not hesitate to get in touch with Richard from the Community Fundraising and events team using the details below:

Email: [richard.glynn@amnesty.org.uk](mailto:richard.glynn@amnesty.org.uk)

Phone: 020 7033 1650

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