

# HOW TO PLAN AN EVENT

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# STUDENT GUIDE TO FUNDRAISING WITH AMNESTY

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Our student supporters are some of the most innovative and exciting fundraisers we have and university campuses are the perfect place to hold fundraising events. In recent years we've seen groups hold bake sales, campus-wide stand-up comedy nights, sponsored 'jailbreaks' and live music nights.

Whatever you decide to do to raise money for Amnesty this guide will help you get started.

### STEP 1 PICK A FUNDRAISING IDEA

As a group, decide what type of event you want to organise. For ideas and inspiration take a look at our fundraising pages at [www.amnesty.org.uk/organise-event](http://www.amnesty.org.uk/organise-event), or email [fundraise@amnesty.org.uk](mailto:fundraise@amnesty.org.uk).

#### Six great ideas

1. Music/comedy night
2. Bake sale
3. Fashion show
4. Film night
5. Sports tournament
6. Pub quiz

### STEP 2 CHOOSE WHEN AND WHERE TO DO IT

Student Unions provide materials and resources – rooms, advertising materials, specialist equipment and a supply of students to attend your event. Off-campus venues can mean more flexibility with dates, though they may require additional arrangements (for example hire fees, health and safety, security).

Contact us for free campaign materials – badges, stickers, posters, placards – to raise Amnesty's profile.

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

Call: 07827 694 313

### STEP 3 ASSIGN ROLES TO YOUR GROUP

Before deciding on the roles for your event think: how many people can dedicate their time to planning and organising your event? What are their skills? How can they best contribute?

Larger events will likely need to have the following roles in place:

- Secretary/Chair: the mastermind and manager. Assigns and delegates tasks, records progress reports, arranges meetings, and writes minutes.
- Advertising and Publicity Officer: Sets up and manages social media accounts. This can be a big job so share logins and all commit to posting in the months leading up to the event.
- Treasurer: responsible for calculating costs, recording expenses, tracking sales and evaluating overall profits/losses.

### STEP 4 BUDGET

List expenses required to hold your event, for example invitations, space hire, food, entertainment. Clubs and student groups may have access to their own funds (for example from past events) or funds from Student Unions but additional funding may be required.

Potential sources of funding can include:

- Local businesses (should be ethical)
- Other student clubs and societies
- Small bake sales and other mini-fundraisers.

### WE'RE HERE TO HELP

Tell us what you're up to, and ask for advice and materials to help make your event a success. We have in-depth guides on how to plan specific events including: Jamnesty gigs, fashion shows, Secret Policeman's Balls and bake sales.

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### MAKING YOUR DONATIONS COUNT

What Amnesty will be working on this year: check the Amnesty website to see our latest campaigns