



## Student Guide to Fundraising with Amnesty

# MAKING CHANGE POSSIBLE



'It influenced many people that international organisations, including Amnesty International, declared us prisoners of conscience.'

*Katia Samutsevich, released punk band Pussy Riot member. Her two bandmates remain in prison in Russia.*



'For Amnesty I am very grateful for all the efforts for my freedom and I want them to know that I was receiving hundreds of letters from Amnesty members all over the world and these letters help me to fight more and to continue my struggle.'

*Maikel Nabil Sanad, released prisoner, Egypt, jailed for blogging criticism of military service.*

Amnesty International is a grassroots activist movement and our members are at the heart of everything we do, including fundraising. Over 70 per cent of our income comes from individual members and supporters. It's no exaggeration to say that Amnesty wouldn't exist without you.

Our student supporters are some of our 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 low-key bake sales, campus-wide stand-up comedy nights, sponsored 'jailbreaks' and huge Secret Policeman's Balls. This guide will help you organise a successful Amnesty fundraiser of your own.

If all of our 150 student groups held three fundraising events a year that each raised £300, it would add up to £45,000 for Amnesty! With this money we can make a difference to victims of human rights abuses across the globe.

## MAKING YOUR DONATIONS COUNT

Take a look at some of the things we've worked on and achieved in the past year.

- Highlighting the civilian cost of war in Syria
- Adoption of the global Arms Trade Treaty
- The death penalty now abolished in 140 countries
- Campaigning for the release of prisoners of conscience and human rights defenders

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# HOW TO PLAN YOUR FUNDRAISING EVENT

### 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/fun](http://www.amnesty.org.uk/fun), or email [fundraise@amnesty.org.uk](mailto:fundraise@amnesty.org.uk).

#### Six great ideas

- Music gig/comedy night
- Bake sale
- Fashion show
- Film night
- Sports tournament
- 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. But off campus venues mean more flexibility with dates, although may require additional arrangements (eg hire fees, health and safety, security).

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

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

Call: 020 7033 1650

### 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:** advertises the event, so familiar with website design, graphic design for logos, flyers, posters, email/social networks. Alternatively, they can be in charge of liaising with other people with these skills.
- **Treasurer:** responsible for calculating costs, recording expenses, tracking sales and evaluating overall profits/losses.



### STEP 4 BUDGET

List expenses required to hold your event, eg invitations, space hire, food, entertainment. Clubs and student groups may have access to their own funds (eg from past events) or some funds from student unions but usually additional funding is required.

Potential sources of funding can include:

- Local businesses (should be ethical)
- Other students 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.

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

Call: 020 7033 1650

### WHAT NEXT?

Throughout the year we'll be publishing in-depth guides on how to organise particular events including 'Jamnesty' fundraising gigs, fabulous fashion shows, bake sales and much more. Keep your eyes peeled for these!