

FUNDRAISING UPDATE



June 2018

Street Fundraisers and Local Groups

Street fundraisers are a vital part of Amnesty International UK's fundraising plans. All the fundraisers we use are recruited and trained in-house and they're some of the most passionate and knowledgeable Amnesty International UK staff we have. Thanks to them, we're able to grow the number of financial supporters we have each year and secure the financial future of Amnesty International UK.

Some local groups have expressed concerns that street fundraisers are often operating areas where they are based without being aware of the local group. This creates confusion and misses an opportunity to promote the work local groups do in their communities. We are exploring ways in which we could do this.

We have also had groups ask us to contact them in advance to tell them when street fundraisers are going to be working in the areas they cover. This is difficult because we often don't know where our teams will be operating until 10am of the morning they're working. We have up to twenty teams operating every day, so it's not practical to keep groups updated. Also, it's likely the notice we give to groups would be short and in many cases the information wouldn't be disseminated to group members until after the street fundraisers have moved on.

Some groups have asked for street fundraisers to distribute group materials or info. on group activities. This, too, is hard to do because of the strict rules governing exactly who can work as a street fundraiser and what they can do.

We think the best solution is to brief our street fundraising teams on the work of local groups generally and have them direct them interested people to Amnesty International UK website where we will post contact info. on groups and how to get in touch with them. This could be accessed using the local groups finder on the groups section of the Amnesty website: www.amnesty.org.uk/groups.

If any groups have other suggestions on ways we can best equip street fundraisers to inform the public of the work of local groups, please let us know.

Reminder on Updated Collection Materials

We have recently updated our collection materials to bring them in line with recent changes in the way fundraising activity is regulated. If you are using old collection materials you will need to change these. See below for a list of codes you can use when ordering from MDA:

CFR240 Trust bucket label (for when you're fundraising for the charity)

CFR241 Section bucket label (for when you're fundraising for your group)

CFR242 Trust bucket label (for when you're fundraising for the charity)

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

We are committed to the highest standards in fundraising.



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CFR243 Section bucket label (for when you're fundraising for your group)

CFR244: Collection bucket seals (for any time you're using a collection bucket)

We are out of stock of collection tin seals at MDA but have them at the office. Contact the Community Fundraising team using the details at the bottom of this update to order these.

To order materials from MDA, you can call them on 01788 545 5533. Alternatively, you can order materials directly from the Community Fundraising team using the details at the bottom of the page.

Contact Richard in the Community Fundraising team if you have any questions about the sorts of fundraising materials you need for the fundraising activity you have planned.

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