

FUNDRAISING UPDATE



October 2018

Now that you're back at school and have got your regular Amnesty group meetings back under way, it's time to start planning some events! This month's fundraising update features a fantastic idea that last year's Youth Advisory Group and a piece written by a member of the Freman College Amnesty Group – one of the most successful fundraising groups in the country. You can use these ideas and tips as inspiration to come up with your own fundraising events and remember that whatever you do to raise money for Amnesty International UK, we're on hand to support you!

Youth Advisory Group Event Ideas: Fundraver

Last year we spoke to the Youth Advisory Group about fundraising for Amnesty International UK and how youth groups can get involved. At the end of the session, they split into groups to brainstorm events themed around some of our current campaigns. These ideas were great and so we are going to be featuring them in the youth fundraising update over the next few months, so keep your eyes peeled for some fantastic fundraising ideas.

Fundraver

Organise a Brave themed rave! Featuring music, neon paint, glow sticks. You would hold it in the evening (either at your school or at an external venue – ask for a charity discount if you go external.) People would be charged a small fee to come along and enjoy the music. You could sell refreshments (cakes, drinks etc...) and proceeds from this would go to Amnesty International UK or help cover your costs.

The focus would be on getting people to come along and have a good time, but there would be space for some fun, engaging campaigning action. Banners and Amnesty International placards would be used to decorate the room. A polaroid photo booth could be setup using a template to allow people to take photos and share them on social media. You could use various social media platforms to share these pictures and encourage others to take action.

If you decide to organise a fundraver event, make sure you give yourself plenty of planning because it could take a lot of work. To make it more manageable, form an event planning team and give everyone responsibility for a different area. You could have someone responsible for sorting out the venue, another for arranging the music, someone else to promote the event/sell tickets and someone else to oversee the whole process.

This is a great event for introducing people to Amnesty International and human rights who might not otherwise get involved. Hopefully, if they have a good time, they might end up joining your group and becoming Amnesty activists!

Let us know if you're interested in organising a Fundraver and we'll provide you with materials and more tips to make your event a success.

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

We are committed to the highest standards in fundraising.



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Freman College Amnesty Group

The Freman College Amnesty Group are regularly one of the top fundraising groups in the country. Last year they managed to raise an incredible £3,351! We spoke to group member Alex Appleby to learn how they did it and to get some top tips for fundraising success. Here's what he had to say:

*"The year started with one of the group's biggest events: the **Amnesty Quiz Night**. This is an annual quiz night with multiple rounds as well as a fish and chip supper and a raffle in the interval. The night was a success and raised around £700 from ticket sales, drink donations and raffle tickets (where the prizes were generously donated by local companies and Amnesty members)."*



Freman College's Amnesty Quiz Night

*"The group participated in the **Write for Rights** campaign. One lunchtime in December the library was set up with posters about many of the cases featured. Staff and students wrote cards and letters with postage costs being covered by a cake sale."*

*"In the last two weeks of the Christmas term the very popular **Candy Cane Delivery Service** was set up, where students could pay to send candy canes to someone else in the school delivered by Amnesty elves on the last day of term."*

*"As 2018 begun the next focus was planning the **Amnesty Live Lounge**, auditions were carried out in the school to select acts for the night. The event a huge success with tickets selling out and snack pots sold on the night."*

*"The year was finished with the **selling of ice creams and lollies** which was a big hit (especially with this year's heatwave!)"*



Freman College Amnesty Group

"There are a few factors to fundraising success, advertising is very important make sure to put out lots of posters reminding people of the event, get the event mentioned in school assemblies and registers and if ticket sales are involved do so in a central location. Also try to make the events entertaining and fun making students and staff more willing to donate, food always helps! Finally, to ensure events run smoothly and donations are maximised planning and organisation are key!"

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