

# FUNDRAISING UPDATE



March 2019

## Summer Fundraising Ideas

Now that the clocks have gone forward and the days are getting brighter and warmer, it's time to start planning some Summer fundraising activities. Summer is a great time of year to organise fundraising events. You can hold events outside and have a decent chance of avoiding a washout; people are more cheerful and so inclined to give generously; and the sun doesn't set until much later so people are more likely to hang around at your events. A good fundraising event takes some planning, so have a think about how you could raise some money over the summer now.

Here are some summer fundraising ideas to get you started:

**Sponsored Walk:** whether you're blessed with beautiful countryside, a city or town with a captivating history, or a nearby river and canal with an accessible towpath, you have somewhere to hold a sponsored walk. You just need to decide on a route and then recruit as many walkers as possible to take part and raise money. Setup check points along the way with refreshments and choose a pub, café or town hall to end. You could even hold a quiz there later to keep people entertained and raise a little extra money. These events can be small or large – the West Cumbria Amnesty Group's sponsored walk regularly raises £1,000!



West Cumbria Amnesty Group's Walk

**AMNESTEA:** tea and cake goes down well all year round, but summer **AMNESTEA** events are extra special! Either organise your own or see if you can have a stall at a local summer fayre. You could invite people to bake their own cakes and have a judge choose the best. Ask local businesses to donate prizes.

**Open Garden:** if someone in your group has a large garden, ask them to host an open garden event. These can raise a lot of money and are a great advert for your group. The Bristol Amnesty Group regularly raise around £2,000 with their open garden event. Have lawn games, refreshments, a raffle and other activities to get people to get people in and encourage them to stick around.

**Street Collection:** most local groups organise street collections and the summer is the best time of year for them, especially if you want to recruit collectors from outside the group. Let us know if you're interested in doing this and we can send an email to members in your area asking them to take part.

Whatever you decide to do to raise funds over the summer, the Community Fundraising team is on hand to help you. Get in touch using the details below for advice and free fundraising materials.

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

We are committed to the highest standards in fundraising.  
Read our promise to you: [amnesty.org.uk/promise](http://amnesty.org.uk/promise)

