



FRESHERS GUIDE 2019

Hello everyone,

Firstly, congratulations to all the new committee members joining us this year - and to those who are returning, thank you for your hard work last year and for your ongoing commitment to your Amnesty society!

Over the next year you'll be hearing a lot from us. For those who we haven't met yet, we're the **Student Action Network Committee (StAN)** - an elected group of students from around the UK who represent and work for you. We're here to help, so please do get in touch with your StAN rep if you have any questions! Our contact details are enclosed in this pack - feel free to also contact us through Facebook.

You will also be hearing from James F, the Community Organiser (Students) at Amnesty UK, who facilitates the entire Student Action Network. James will keep you all updated on the latest Amnesty information through a couple of means. The first is the '**Amnesty UK Student Groups' Facebook group**, which we would strongly recommend you join. The second is through email newsletters sent out at the end of each month which you will receive on your society email address. These contain plenty of useful information and updates, so watch out for them!

The big box that you will have received contains all the materials you could need for your Freshers' fair. **Freshers' Week is an amazing opportunity to recruit new students to the Human Rights cause and to spread our message**, so we hope these materials will be useful – we all know how much students like a freebie!

Our Freshers' Fair action is focused on our **Climate Strikes**. An international week of action from the 20th - 27th September has been called by student leaders around the world, and is supported by Amnesty International amongst others. The Amnesty Student Action Network is encouraging all student groups to support the week of action and subsequent strikes during the 2019-2020 academic year. Check out the campaign briefing in your freshers' pack to find out how to get involved!

We're all really excited for the next academic year, with loads of great things coming up to get involved in! First up is the **Student Conference** on the 2nd and 3rd of November. We'll hopefully get to meet loads of you there as it is open to all Amnesty students. It's a great opportunity to meet fellow student activists, learn more about our campaigns from the people leading them, and become a more effective campaigner in general. I would definitely recommend attending as it's inspiring, informative and a lot of fun. The conference is also when the next **StAN committee are elected**, for those looking to get more involved in Amnesty! You'll be hearing from us about this soon, but please do get in touch if you have any questions.

Finally, don't forget to follow us on **social media** where we'll be posting updates as well as sharing the many successes from across the Student Action Network. During Freshers' week please use the hashtag **#AmnestyFreshers**, so we can share your photos and stories from the first week of term. Remember to also continue to share updates on social media throughout the year, as we'll be able to push these out to the rest of the movement across the world to celebrate the great campaigning you're involved with.

We hope you have a fantastic year campaigning, and please get in touch if you have any questions - we are here to help you in any way that we can.

Let's make this a brilliant year!

Molly May-Smith

WHAT'S IN MY PACK?

The Freshers' Pack is full to the brim with campaign materials, which you can hand out during the Freshers' Fair and use to decorate your stalls. It also includes this year's Freshers' Action. Below you'll find a list of everything that is included and remember that any material not used can be kept for future events.

THINGS TO HAND OUT

- **'Protect the Human' Rainbow, Not Powerless & In Solidarity Stickers**
- **Candle badges**
- **My Rights Passports**
- **'Next Meeting' Postcards** – Fill in the details for your first meeting and hand these out to people who express an interest in getting involved.
- **Amnesty UK Join Forms** - These leaflets detail information on how to become an Amnesty member.
- **Amnesty Student Wall Planners** - Wall planners listing all of the Amnesty Student Action Network key dates. Remember to keep a few back for the Committee.
- **Student Conference Flyers** – Let people know about the Amnesty UK Student Conference taking place in November.
- **How to be a trans ally guide** – A handy guide we created for Pride season to explain how to be trans ally.

CLIMATE STRIKE CAMPAIGN MATERIALS

- **Climate Strike Campaign Briefing** - All the information you need on the Climate Strikes, which the Student Action Network are supporting this year.
- **Climate Change Guide** – A handy explainer on the link between human rights and climate change.
- **Climate Strike Placards** – Use these at stunts, rally's or demos your group plan in support of the strikes.
- **Climate Strike Posters** – Use these to advertise upcoming events, whether it's an organising meeting or public demo on campus.

- **Climate Strike Badges** – Hand these out so students on your campus can show support for the strikes.

FOR USE THROUGHOUT THE YEAR

- **Activist Resources Guide** – This booklet lists all the resources that you can order from Amnesty for free as an affiliated group. You can also order additional material of the majority of items in your Freshers' Pack.
- **Student Group Affiliation Form** – Send this back to us to affiliate your group as a member of Amnesty International UK. This is required to vote at Student Conference and the AGM.
- **Freshers' Week Guide** – The document you are currently reading! Keep it somewhere safe as it has useful contact details at the back.
- **Data protection info** – Important information on how to keep any data you collect safe, and make sure your group isn't breaking the law.
- **Fundraising guides** – From bake sales to clothes swap, these handy guides give you all the info you need to start raising money for human rights.

MAXIMISING YOUR IMPACT AT FRESHERS

Freshers' Weeks are one of the most important times of the year for Amnesty Student Groups, so it is worth putting in some time into planning for them. It's a chance to recruit lots of new members, get students to take action and raise the profile of your group. Here's our top tips for maximising your impact and getting the most out of the week as possible!

1. **Identify the events during Freshers' Week where you could get involved.** The Freshers' Fair will be the obvious choice, but have a think about whether you could get permission to drop into introductory lectures, attend the first club night of term or leave some material in student halls or the campus bar. The more effort you put in and the more visible you are during that first week, the stronger start to the year you'll have. If you need more materials don't hesitate to get in touch.
2. **Create a rota for the committee.** You don't want to be suffering from committee burn out during the first week, so plan your time and make sure you have lots of people to help you make Freshers' 2019 the best yet for your society!
3. **Plan your first meeting and have an idea of the events and actions you want to organise during the first term.** This will help massively when chatting to interested students and getting people excited about getting involved in Amnesty. Use the next meeting cards in the pack to promote it your meeting.
4. **Organise a briefing meeting pre-Freshers' Fair for your volunteers.** This is a great opportunity to meet with everyone helping on your stall to check that they are happy with your action, know how to answer likely questions and can quickly and clearly summarise your group's priorities for the year.

5. **Grab attention at the Freshers' Fair!** Put some thought into how you want to do this. Having something fun or interactive at the stall is a great way to entice people over, and we've included lots of freebies to hand out. This year we've included lots of great Climate Strike materials as well.
6. **Display photos and take new ones.** Freshers' Week is a fantastic time to stock up on some great photos to use throughout the year (and remember to send them to James and StAN – we'd love to see them!). As a great way to showcase the amazing things your group has done in the past, think about printing off some A3 photos to display.
7. **Agree on your group's membership fee.** Whether you have a membership fee or not and how much it is depends on your Students' Union and what other societies charge. Be sure to check with your Student Union before making a decision.
8. **Social media, social media, social media.** Post away. During Freshers' Week try to connect to as many new students via social media as you can. Get students to tweet photos of themselves with your Amnesty actions or add you to their insta story - just don't forget to get permission from everyone in the photos first. Remember to use #amnestyfreshers so we can see what you've been up to!
9. **Use a laptop to collect contact information instead of paper forms.** This way you avoid any handwriting failures. And remember to read through the data protection guide for groups (in this pack) first, to make sure all your data collection is within the law.
10. **Work in collaboration with other societies on campus.** Find out what other societies are doing and see whether you could work together. Freshers' Week is a great time to build relationships for collaboration throughout the year.

SOCIAL MEDIA



Join our '**Amnesty UK Student Groups**' Facebook group to stay up to date with the latest from the StAN committee and James – this is the go-to place for information on upcoming campaigns and events!

Make sure to LIKE the **AIUK students** Facebook page to keep up to date with not only Amnesty UK student news, but the latest from across the Amnesty International Network. This is where your StAN committee will be sharing all your amazing work, creative stunts and actions so make sure to tag us in pictures and posts!



Follow @amnestyukstudents on **Instagram** and @aiukstudents and **Twitter** for the latest on all things Amnesty International! With a focus on the Student Action Network, we post news and pictures from campaigns, events and meetings.

We also look to bring relevant, interesting posts from across the wider organisation and related topics! Tweet! Tag! Like! Re-tweet! Follow! Message! Get involved and we'll make sure to share your posts and photos.



THE AMNESTY STUDENT YEAR



No two Amnesty student groups are the same, just as no two universities are the same. Some choose to focus on campaigning, whilst others get involved in a mixture of campaigning and fundraising. Some actively lobby their politicians; others build strong relationships with other societies and organisations in their local communities. It really depends on what works best for your group! We only ask that you are aligned to Amnesty's overall values and keep human rights change at the heart of everything you do.

Some groups focus specifically on Amnesty priority campaigns (the campaigns that Amnesty UK has decided should be our organisations focus). Other student groups create their own campaigns on issues they care about. Most Amnesty student groups do a bit of both!

In addition to working on different issues, student groups also organise themselves in very different ways: some have quite structured committees, whilst others don't have committees at all; some meet once a week, others once a month; some groups choose one campaign to focus on each term, whilst others campaign on lots of issues simultaneously.

Although all student groups are different and have very different-looking years, there are some key dates and events which are the same for everyone:



- **Freshers' Week** is a great time to recruit new members and spread the word about your Amnesty society on campus.
- The **Student Conference** is the biggest event in the Amnesty student year and brings together around 200 students from across the UK to hear from incredible speakers, take action and learn lots of skills to make your campaigning even more impactful. One not to be missed!
- **Write for Rights** is a global solidarity campaign. Last year over 5 million people took part around the world.
- The **Amnesty UK Conference and Annual General Meeting** (or AGM) is the biggest event in the Amnesty calendar, when activists and groups from across the movement come together to vote on some of our most important decisions.
- **Committee handovers** tend to happen between April and June, with the majority in May.
- And then we go full circle – back to **Action for Change** in September!

WHAT IS THE STUDENT ACTION NETWORK?

The Student Action Network (StAN) is made up of around 60 Amnesty International student groups and societies across the UK, and together we run some of the most creative and impactful of Amnesty UK's campaigns.

In the past year the Amnesty Student Action Network have organised days of action on abortion rights in Northern Ireland, campaigned for refugee families to be reunited and lobbied ministers in support of human rights defenders. They've also organised fantastic fundraising events, from clothes swaps to fun runs, raising thousands of pounds in support of human rights.

This academic year has been a great one for student activism and next year promises to be **even better!**



THE STUDENT ACTION NETWORK COMMITTEE

The Student Action Network (StAN) committee consists of eight students who are elected to represent student groups in Amnesty UK and to support them in their campaigning. The StAN representatives maintain regular communication with student groups and are always available to offer advice.

If your group needs any help or support you can contact the StAN rep for your region. You can find out who your STAN rep is in the contact section at the back of this guide.

The StAN committee also organise student events such as Action for Change and the Student Conference, represent the student network at Amnesty annual AGM, and work together with teams across Amnesty UK to make sure that students are represented when planning campaigns and events. We meet every couple of months, but can always be contacted on stan@amnesty.org.uk

HOW CAN I RUN FOR THE STAN COMMITTEE?

The elections for the next StAN committee will be at the Student Conference in November, so the first step is to come to that!

You'll need to fill out an application form at the conference, with a short blurb about yourself and why you're running for the committee, and then do a one-minute speech. Each student group then ranks each candidate in order of who they want to elect (anonymously, of course) and the new StAN committee is announced! You'll sit on the committee for a year and have many wonderful experiences and opportunities - we all highly recommend it!



This year we've introduced reserved spaces for students from Scotland, Northern Ireland and Wales. If students from those nations choose to run in the elections, they'll be guaranteed representation from that nation.

7 THINGS TO KNOW ABOUT RUNNING AN AMNESTY STUDENT GROUP

AFFILIATION

All Amnesty student groups are expected to affiliate to Amnesty UK once a year. We want to be able to empower you to campaign on issues you care about by making sure you have full access to our resources and support (as well as brand) – a powerful tool when it comes human rights change! The affiliation process allows us to recognise you as an official part of Amnesty UK and means you're able to represent our policies within your local communities. It also gives you the right to vote at the Amnesty UK Annual General Meeting (AGM) and the Student Network AGM. Look out for the affiliation form in your Freshers' Pack.

MONTHLY MAILINGS

Every month we send out our Monthly Mailing – an online newsletter with campaign updates, suggested actions and important announcements from Amnesty UK. The mailing is usually sent to your chair and vice chair to be then forwarded to other committee members. It is important that someone in every committee is tasked with reading the mailing and passing on relevant information. You don't want to miss stuff!

SOCIAL MEDIA

We love to know about and promote the amazing work your groups get up to on our social media, so make sure to follow us on Facebook, Twitter and Instagram and tag us in your stories. Also make sure you're on our Facebook group for committees.



@amnestystudents



@AIUKstudent



/AIUKstudents

MATERIALS AND RESOURCES

Amnesty student groups have access to free physical and online resources from Amnesty UK which you can use in your campaigning and fundraising. Included in your freshers' pack is a document that lists all of the different material we currently have in stock, with information on how to go about ordering them. If you'd like something we don't have or come up against any problems, feel free to give James a shout (contact details at the back of this booklet).

TRAINERS AND SPEAKERS

All Amnesty activists have access to free human rights training and high-quality speakers on campaigns, skills and human rights issues. You can invite someone to come and speak at your event, or hold training for the committee, by completing the online form found at: <https://www.amnesty.org.uk/invite-amnesty-trainer-deliver-workshops-human-rights>. If you have any questions, please get in touch with the Human Rights Education Unit by emailing training@amnesty.org.uk

DATA PROTECTION

As you may be aware the laws around data protection changed this year with the introduction of GDPR in May 2018. This law improved the rights for individuals, and it's important that your group complies. Don't worry, and there's a guide contained in your Freshers' pack, but here's some important reminders.

1. Any personal data you collect from anyone e.g. email address, contact phone number etc. must be stored securely. You can't have sign ups lying around your room, unfortunately. The best way to store it is in an online mailing platform like MailChimp, or on an excel spreadsheet which is password protected.
2. When collecting personal data you must ask for consent to use their data in the future. For example, you can't collect information for a petition and then add the email addresses to your mailing list without permission.
3. Never share personal data you have collected with other societies or organisations and never use personal data collected by others if it is given to you!

If you ever have questions on this, please contact dataprotection@amnesty.org.uk or James.

POLICY POSITIONS AND PARTNERSHIPS

Amnesty UK has certain policies that it has to follow with regards specific campaigning. As a democratic organisation, we make sure that we vote on what positions we as a movement are going to hold. If you're ever in doubt whether Amnesty would support a particular cause or partner with a particular organisation, it's always best to ask – get in contact with James directly.

RESPECTING DIGNITY

As it says in the opening paragraph of the Universal Declaration of Human Rights, all rights are given to people in recognition of their innate dignity and equality. We ask that the utmost care be taken when representing people from this country and across the world in campaigning, so that their dignity is respected. Some organisations who campaign on development and rights represent people in such a way that dehumanises them, to create greater feelings of empathy. At Amnesty we don't believe this is right. If you'd like to know more about this, please contact James.

WORKING WITH OTHERS ACROSS AMNESTY

One of the best things about being a part of the Amnesty Movement is the incredible people you'll get to meet and campaign alongside. There are thousands of activists within Amnesty UK, some of them in specific roles and others not. Below you'll find information about some of the key activist groups, with some of them taking the time to stop and say hello.

COUNTRY COORDINATORS

Country Coordinators (or CCs) are volunteers who work across the UK. They work directly with researchers at our International Secretariat (IS) to ensure we remain engaged and informed of human rights developments around the world, including those that might not directly relate to any one of our priority campaigns, or work on individuals. These dedicated volunteers are organised into 13 regional teams, each covering a defined geo-political area of the world. Find out more and get in contact with one of the CCs to come and talk about their particular country at <https://www.amnesty.org.uk/country-coordinators>

YOUTH GROUPS

Amnesty has a vibrant network of around 300 youth groups across the UK. Most are based in schools and colleges, but also Scout groups, Woodcraft Folk groups, youth clubs and home education groups. Like student groups, youth groups get involved in a whole array of different activities – campaigning, fundraising, lobbying and raising awareness about the issues that Amnesty care about. To find out more about our youth groups visit <https://www.amnesty.org.uk/groups#/youth>

LOCAL GROUPS

Local Groups were the original activists within the Amnesty movement. Currently there are around 220 across the UK made up of people from all different walks of life. They carry out a wide range of activities from campaigning on individuals to raising money for human rights. Most of the time groups work within their local area, engaging their communities in campaigns they care about. Many Local Groups have an immense wealth of campaigning knowledge. Why not pop along to your nearest local group meeting and say hi? You may be able to share tips, go along to each other's events and create bigger and better campaigns together! Find out more <https://www.amnesty.org.uk/groups>

Like the StAN Committee, Local Groups are supported by a group of activists known as Regional Representatives (or Regional Reps for short).

RAINBOW NETWORK

From the UK to Uganda, we're taking action to challenge discrimination targeted at people for their sexual orientation or gender identity. If you want to step up and speak out against the hate, our Rainbow network is the place for you.

<https://www.amnesty.org.uk/join-lgbti-activist-network>

CHILDREN'S HUMAN RIGHTS NETWORK

The Children's Human Rights Network campaign on behalf of children around the world who are denied their rights

<https://www.amnesty.org.uk/join-our-childrens-human-rights-network>

AMNESTY FEMINISTS

Women are discriminated against and subjected to violence the world over, just because of their gender. Amnesty Feminists is our hub for activists focusing on defending human rights for women and girls, wherever they're denied.

<https://www.amnesty.org.uk/join-our-womens-action-network>

TRAINERS AND SPEAKERS

All Amnesty activists have access to free human rights training and high-quality speakers on campaigns, skills and human rights issues. You can invite someone to come and speak at your event or hold training for the committee by completing the online form found at: <https://www.amnesty.org.uk/invite-amnesty-trainer-deliver-workshops-human-rights>. A list of all the available training sessions will be included in your Freshers' Pack. If you have any questions, please get in touch with the Human Rights Education Unit by emailing training@amnesty.org.uk

ANTI DEATH PENALTY NETWORK

We oppose the use of the death penalty in every single case. No matter what the crime, who the alleged criminal is, or the method proposed to execute them – we will always stand against it.

We're working to end the use of the death penalty around the world, and won't stop until every country in the world has abolished it. <https://www.amnesty.org.uk/death-penalty-project-campaign>

FUNDRAISING

Fundraising by Amnesty student groups is hugely important. It provides income and increases the visibility of Amnesty's work. It also helps fund group activities and reaches out to new people. A fundraising event is often the first point of contact that students have with Amnesty International and with the student group.

Student groups raise money in a variety of ways, from classics such as bake sales and bucket collections, to more adventurous events like gig nights, comedy showcases and clothes swaps. However you choose to do it, we will be there to support you throughout. We provide free fundraising materials and general tips and advice, and help with event promotion.

AMNESTEA – AmnesTea parties have been a staple of student group fundraising since they were launched in 2009. Anyone can get involved by simply getting people together for tea and cake. Student groups have had success organising themed AmnesTea's, linking them with campaigns, or running events in partnership with other societies. Order a free kit at <https://www.amnesty.org.uk/amnestea>

QUIZZES - Pub quizzes, a favourite by student groups across the country. Make your money by charging an entry fee or by running a raffle. You could always throw in some human rights based questions too, as a bit of human rights education!

SPONSORED SPORTING EVENTS - Take part in a sponsored run, walk, cycle, swim or skydive. You can switch it up and organise your own rowing/ cycling machine/ swimming marathon. Choose a distance and recruit a team to cover the distance in one go. Ask people to sponsor you. You can use this as an opportunity to raise awareness about a certain issue, for example, the dangerous journeys many refugees have to make by sea to get to safety. Find out more here: <https://www.amnesty.org.uk/sponsored-events>

SECRET POLICEMAN'S BALL - The Secret Policeman's Ball was the first ever show held to raise money for Amnesty International back in 1975. It was started as a stand-up comedy event but has since branched out to include a wide variety of performances, like music, spoken word/poetry, dance acts and magic. Every group does it differently, but it's always a firm favourite!

CLOTHES SWAP. Clothes swaps refresh your wardrobe for less without harming the environment – and raise money for Amnesty International. Check out our clothes swap guide in your Freshers' Pack to find out how to organise your own.

RAG

Want to help raise money for Amnesty International and our human rights work? Talk to your University Raising and Giving society (RAG) and ask them to support Amnesty International in 2019/20. The beginning of the academic year is an important time, with many RAGs selecting their chosen charities for the forthcoming academic year.

Our Community and Events Fundraising team are approaching RAGs in the hope of being selected as a 'Charity of the Year'. Please do support this by approaching your RAG group and asking them to choose Amnesty International, or by participating in their charity vote.

Most RAGs seek the support of Amnesty Student Groups and collaborate on various events and activities throughout the year, even if just a one-off event. You can use this to gain new Group members, and also utilize the extra people to organise and take part in larger events.

For more information on fundraising, please email fundraise@amnesty.org.uk

CONTACT DETAILS

Amnesty UK has thousands of activists and over 160 members of staff working on campaigns and events across the country. Throughout the year you'll get to know many of these people, but these are your key contacts - the Student Action Network Committee (StAN) and the Student Community Organiser.

Student Community Organiser



James is the staff member at Amnesty UK who is responsible for supporting, enabling and empowering student groups and the wider Student Action Network across the UK. Whether your group has been going for years or just started he's there to answer any questions you have or to come to visit your group. James works closely with the StAN Committee and staff across Amnesty to ensure students are fully supported in their campaigns for human rights change.

Contact: james.farndon@amnesty.org.uk Direct tel: 0207 033 1729

Student Action Network Committee (StAN)

The Student Action Network Committee support the running and development of Amnesty student groups – and they each support a region of the country. If you ever have a question, or need some advice about planning and running an event or campaign, just get in touch – they're happy to chat!

To read more about the StAN Committee please visit <https://www.amnesty.org.uk/contact-our-student-team> or get in touch by emailing the joint StAN account: stan@amnesty.org.uk

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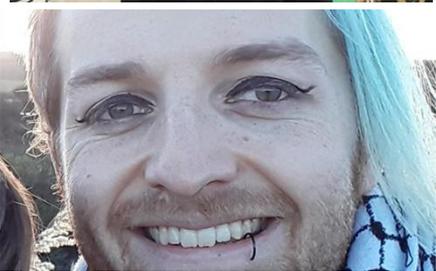
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