

FUNDRAISING UPDATE



April 2019

As you will have read we are recommending that all face-to-face organising by student groups be suspended indefinitely. This, of course, also applies to fundraising events. There are still ways you can contribute though. This fundraising update includes a reminder that any money you have already raised this will be doubled by a group of generous Amnesty International supporters if you send it soon. It also features news of a fantastic fundraising event organised by the University of Nottingham group back in early March and some ideas of digital activities you group can organise to keep people entertained and maybe even raised some money.

Matched Funding Opportunity

If any of you have money raised at fundraising events that you're yet to send to Amnesty International UK, then you currently have the opportunity to have those funds matched by a group of generous. These matched funds will support human rights research in Syria. [Read more about this project](#)

University of Nottingham Live Music Fundraiser

The Amnesty group at the University of Nottingham organised a successful fundraising event in March. The event was a live music event held at local venue The Bodgea. It was headlined by the Blackwaters who were supported by local acts Blondes (of the University of Nottingham!) and Violet. Tickets were between £8 and £12 and all proceeds went to Amnesty International UK. It was a great success raising around £800!



Members of the University of Nottingham Amnesty Group at the event

Fundraising Remotely

Traditionally, fundraising is a great way to get together with friends and do something positive. Of course, many of the traditional fundraising ideas – bake sales, pub quizzes etc... – are off for the time being, but there are things you can do. Please do remember that many people are struggling financially at this time and might not respond to fundraising asks. Where possible, your fundraisers should focus primarily on helping keep people engaged and connected, with the fundraising ask being secondary.

Here are a selection of social fundraisers you can organise while remaining safe and staying within the latest government guidelines:

Digital Bake-Off: bake sales are the archetypal fundraising event, but unfortunately they aren't easy to organise when people are limiting social interaction. A way to get around this could be to organise a digital bake-off or baking showcase. You could get together with a group of people to take place in a baking challenge over Instagram or Facebook. You'd each have to bake a cake and would then invite the public (or just each other) to vote on the winner.

Digital Book-Club: reading is another great way to pass time and be entertained. Of course, it isn't the most social activity...unless you're in a book club! Use Instagram, Facebook or Twitter to decide on a book to read in a set period

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(a week is usually enough) and then arrange a time to get together to discuss the book. Take it in turns to suggest a book and have the person who makes the suggestion decide on a few points to get the discussion going. If you'd like, you can open up the discussion more widely and invite strangers to get involved. Ask people who get involved to consider making a donation to Amnesty International UK.

If you're not keen on reading, this model also works with records, films and TV-shows. With records you could consider listening to band's and artists' entire discographies or take it turns to make playlists to give you more to discuss. With films and TV-shows, you could time it so you're watching at the same time and the discussion could happen live or immediately afterwards.

Gaming Tournament: video games are ideal entertainment for when you're stuck at home and they're also a wonderful chance to connect with friends remotely. If you and a group of friends have the same games and gaming devices, you can setup a league or a knockout tournament (games like FIFA, Mario Kart and Call of Duty work particularly well for this.) Charge for entry and split the pot between the winner and Amnesty International UK.

Gaming Marathon: Video gaming marathons can also be great ways to connect with people through use of a live stream. People can be invited to watch along, comment and donate via an embedded Just Giving page. Use platforms like Twitch and YouTube to setup your streams. If you're isolated with a fellow gamer, you can take it in turns to play and respond to comments. Games like Dark Souls, Skyrim and No Man's Sky that take a long time are good for this sort of fundraiser.

Virtual Runs/Cycles: most of the big runs, cycles, triathlons and other large-scale events that many people use to raise money for charity have been cancelled or postponed. This is particularly disappointing to people that have been training for months. However, there are ways you can hold your own runs and broadcast them to potential donors. At the moment, government advice says that you can leave your home for exercise so consider planning a running route equivalent to a marathon (or half marathon) or a cycle route that matches what you had planned. Use an app like Strava to track your distance, record your time and share your run on social media.

If you do decide to do this, remember to keep an eye on the latest government advice and be extra careful if you're running on roads that aren't closed. Also, your health comes first – don't run if you're feel unwell.

Get in Touch

If your group does decide to try organising a fundraiser, then our community fundraising team is on hand to support you. The office is closed but we are working remotely and can be reached on phone (020 7033 1650), email (fundraise@amnesty.org.uk) and Facebook (www.facebook.com/AmnestyUKRich).

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