

# FUNDRAISING UPDATE



April 2020

Thank you to all of you who are still operating digitally, taking actions, raising money and generally standing up for human rights. We need your support more than ever to get the message out there and to raise funds to keep our movement going in these difficult times.

Of course, it's a challenging time to fundraise. Holding events out in the community is impossible for the time being and people's finances are uncertain. However, with the right ask you can get through! Just look at the example of [Captain Tom who has raised £28 million for NHS Charities](#) by walking lengths of his garden. See previous updates for some ideas you could try as a group and point to our work on the human rights impact of the coronavirus pandemic to highlight the urgency.

## Join the 2.6 Challenge

The [2.6 challenge](#) is a national campaign to help support charities through the coronavirus crisis. Charities are experiencing significant hardship and we need you to be raising money to support our work more than ever! The idea is based on the 26-miles of a marathon but is broader so anyone can take part. Here are some ideas of ways you could take part:

- Run or walk: if you're up for it, you could try and cover the full 26 miles. You don't have to do it in one go of course, you could do a mile a day for 26-days. Do your challenge as individuals or as a group. You can use apps like Map My Run or Strava to record your efforts if you're running outside. If you're staying in, you could livestream it through Facebook Live or Twitch.
- Yoga/floor exercises: if you're not keen on running, you could do yoga or another similar floor exercise instead. Challenge yourself to do 26 yoga poses, or 26 reps of several different exercises (lunges, squats, press-ups etc...)
- Binge watching: your 2.6 challenge needn't be physical at all! You could challenge yourself to binge watch that programme your friends have been recommending for so long.
- Baking and cooking challenges: try and prepare 26 recipes in 26 days. Share your recipes and ask people to donate if they give them a try.
- Action taking: many local groups have had to cancel campaigning activities and that means fewer actions taken in support of human rights. You can change that with a mammoth, sponsored action taking session. Search the site for 26-cases that you want to support as a group and take action on each

Whatever you do to take part in the [2.6 Challenge](#), you can raise money by creating a fundraising page and asking for donations. [Just Giving](#), [Virgin Money](#) and [Facebook](#) are all great options for this. Let us know if you need any help setting up a fundraising page. You can advertise what you're doing on social media, email and WhatsApp – just tell as many people as possible.

Please note, all money raised via these platforms will go to the Charitable Trust not the Section. Read our [local group fundraising guidelines](#) for more info. on this distinction.

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

We are committed to the highest standards in fundraising.  
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## Facebook Fundraising

You can setup a page via Facebook's fundraising feature raising money directly for the Amnesty International UK Trust. Just go to the [Amnesty International UK Facebook page](#), click on the 'fundraisers' tab and click the 'raise money' button to start setting up your page. For more detailed instructions on how to set-up a fundraising page go to the [Facebook website](#).

You can personalise your Facebook page to talk about your group and what you would normally be doing in the community if it wasn't for the lockdown. You can also highlight any campaigns you're working on and [our work on the human rights impact of the coronavirus pandemic](#).

## Get in touch

As always, our Community Fundraising Team is on hand to support your fundraising efforts. Despite the office being closed, it's business as usual and you can contact us by email, phone or on Facebook. Details below:

Email: [richard.glynn@amnesty.org.uk](mailto:richard.glynn@amnesty.org.uk)

Phone: 0207 033 1650

Facebook: [www.amnesty.org.uk/amnestyukrich](http://www.amnesty.org.uk/amnestyukrich)

We can help you setup fundraising pages, work out what streaming platforms to use, send you t-shirts and other resources and just generally offer advice.

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