

FUNDRAISING UPDATE



April 2020

As schools are closing to all but the children of key workers, we are recommending that all Amnesty Groups stop organising face-to-face activities. This, of course, also applies to fundraising events. There are still ways you can continue to meet as a group and raise money. This fundraising update features some ideas of digital activities you group can organise to keep in touch remotely maybe even raise some money. It also includes a reminder that a group of generous Amnesty International supporters will double any money you have already raised this if you send it in soon.

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 Amnesty International donors. These matched funds will support human rights research in Syria. [Read more about this project](#)

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, quizzes, runs 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 great fundraising events, 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 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. Ask people who get involved to consider making a donation to Amnesty International UK. You could also ask for people to sponsor you for each book you read.

Virtual Runs/Cycles: Currently government advice says that you can leave your home once a day for exercise so this is a good time to start running or cycling. Exercise is good for your physical and mental health and you can easily use it to raise money! Set yourself a target, either a distance you want to hit or a time you'd like to

GET IN TOUCH: fundraise@amnesty.org.uk / 020 7033 1850

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cover a set distance in. Use an app like Strava to track your distance, record your time and share your run on social media. You can ask people to sponsor you as you work your way towards your target.

If you do decide to do this, remember to keep an eye on the latest government advice and be extra careful if you are 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 organise a remote fundraiser, then our community fundraising team is on hand to support you. Our office is closed but our Community Fundraising and Events team is working from home so call or call for advice and free fundraising materials:

Phone: 020 7033 1650

Email: fundraise@amnesty.org.uk

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