

FRESHERS GUIDE 2020

Hello everyone!

I would like to start by congratulating the new committees on your election for the next academic year. Running for a committee role during such a time of instability really shows your resilience and commitment to the Amnesty movement and I know that you will bring this same energy into your activism this year!

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 committee 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 Farndon, 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. There is also a Facebook group for each region of the UK. Your STAN Committee rep will let you know how to join it. The second is through email newsletters sent out at the end of each month which you will receive on your society email address. These newsletters contain lots of useful information and updates, so watch out for them!

Your **Freshers' Packs** are a little bit different this year. Rather than them being automatically sent out to all groups, you will have ordered them to an address that suits you best. This is due to the uncertainty of the COVID-19 situation. The packs contain physical materials, which can be used however you wish depending on whether your university is planning on holding an in-person freshers' fair. Regardless of your university's plans, freshers' is an important time to recruit new members and promote your society, so make use of whatever platform is provided! The STAN Committee are here to support you with the changing situation.

We have three **key campaigns** in your packs this year: Stop Killer Robots, Let's Talk About Yes and Black Lives Matter. In your packs you will find toolkits for each of these campaigns which give you important information and how you can take action.

Despite the uncertainty, we are really excited for the next academic year and to see the amazing work that you will all be doing! It may mean that we need to be a little more creative with our activism, but you are not alone! The STAN Committee are doing everything we can to make things as easy and straightforward for you as possible and to ensure that you are supported in your activism no matter what the current COVID-19 guidelines are. Remember

to tag us in all of your social media posts and to use the relevant hashtags for your campaign! We always love to highlight the amazing work you do.

We hope you have a great year of activism and we will be in touch with you soon!

Cara (Chair), Student Action Network 2019-2020

WHAT'S IN MY PACK?

The Freshers' Pack is full to the brim with campaign materials which you can use throughout the year. Here's a list of everything that is included.

CAMPAIGN MATERIALS

- Let's Talk About Yes Activism Toolkit All the information you need on the Let's Talk About Yes Campaign
- Consent on Campus Pocket Guide A handy guide for students on consent and how they can take action on campus
- Let's Talk About Yes Stickers & Badges Show your support on campus for the Let's Talk About Yes campaign
- Stop Killer Robots Activism Toolkit All the information you need on the Stop Killer Robots Campaign
- **Stop Killer Robots Posters** Spread the word about Stop Killer Robots on campus by putting these up
- Stop Killer Robots Stickers Show your support on campus for the Stop Killer Robots campaign
- **Stop Killer Robots Banner** Show your support on campus for the Stop Killer Robots campaign
- Black Lives Matter Activism Toolkit Includes information on various campaigns for racial justice your group can support, as well as educational materials
- Black Lives Matter Poster

 Show your solidarity with the Black Lives Matter movement

GENERAL MATERIALS

- Amnesty Banner Useful to decorate stalls or meeting spaces
- **Goody Bags** Pack materials into these so students can pick up materials whilst maintaining social distance
- 'Protect the Human' Rainbow & In Solidarity Stickers
- Candle Badges Show your support for human rights with this iconic logo
- **Next Meeting postcards** Fill in the details for your meetings (when they can happen safely again) and hand these out to people who express an interest in getting involved
- How to be a Trans Ally Guide A handy resource explaining how to be trans ally

IMPORTANT RESOURCES AND GUIDES

- Activist Resources Guide This booklet lists all the resources that you can order from Amnesty for free as an affiliated group
- 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 the AGM and in the STAN Committee elections
- **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
- Freshers' Guide The document you are currently reading! Keep it somewhere safe as it has useful contact details at the back

IMPACT OF THE COVID-19 PANDEMIC

The COVID-19 pandemic has had an unprecedented effect on society and our day to day lives, as well as on our universities, students' union, and groups. There is still a lot of uncertainty regarding the year ahead, but here are some tips for maximising your impact on campus.

1. Organise online

Over the past few months, we've all gotten used to meeting our friends and family online, whether that's for a virtual birthday party or quiz night. Modern technology gives us the opportunity to organise meetings globally, bringing together activists who would never usually have chance to meet.

The Student Action Network Committee will be organising online meeting for student groups in their region as well as national calls around specific campaigns. We'd recommend that you organise regular online calls for your group (especially where inperson restrictions apply). This also provides a great opportunity to invite a speaker who otherwise would not be able to physically attend a meeting on your campus.

2. Get creative

Just because certain restrictions apply, it doesn't mean you can't campaign creatively on campus. Socially distant protests or stunts can be incredibly powerful, as can ones that don't involve people at all (check out Ai WeiWei's *Laundromat* installation for inspiration).

3. Follow local guidelines and restrictions

We all have a responsibility to keep ourselves and each other safe. In all of your work as an Amnesty group, it is essential that you follow local guidelines and restrictions. These can change quickly, and your students' union or university should be able to offer advice and support on the current guidelines for your area.

MAXIMISING YOUR IMPACT AT FRESHERS'

Freshers' Weeks are one of the most important times of the year for Amnesty Student Groups, and even though this year they might be a little different, it is worth putting 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 are our top tips for maximising your impact and getting the most out of the week as possible!

- 1. Identify the (virtual) events during Freshers' Week where you could get involved. Each students' union will be facilitating Freshers' Week differently to allow for social distancing and keep students safe. Whilst Freshers' Fairs, whether in person or online, will still be the obvious choice, have a think about whether you could get permission to drop into introductory lectures, or leave some material in student halls or students' union notice board The more effort you put in and the more visible you are, the stronger start to the year you'll have.
- 2. **Organise a planning call for your committee before the start of term.** This is a great opportunity for everyone to reconnect after summer, plan the start of year and allocate roles and responsibilities.
- 3. **Create a rota for the committee.** You don't want to be suffering from committee burn out during the first few weeks, so plan your time and make sure you have lots of people to make the most of your first week.
- 4. Plan your first (online) meeting and have an idea of the events and actions you want to organise during the first term. If you are not able to meet physically at the start of the year, it is still important to bring interested students together online, to plan campaigns and get excited for the year ahead. Use the next meeting cards in the pack to promote your physical meetings when they can happen safely.
- 5. **Grab attention during Freshers' Week!** Put some thought into how you want to do this. If you're not able to have the usual fun and interactive stall why not organise a socially distant stunt on campus or use the posters and materials included in the pack.
- 6. **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 students' union before making a decision.
- 7. **Social media, social media, social media.** Now more than ever, you need to maximise your groups profile online. 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!

- 8. Collect contact information online instead of paper forms. Whether you have a physical stall or not this year, scrap the paper and go digital. This way you avoid any handwriting failures. And remember to read through the data protection guide for groups (included in your Freshers' Pack) first, to make sure all your data collection is within the law.
- 9. **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 Student Action Network committee and Amnesty UK- this is the go-to place for information on upcoming campaigns and events!

Make sure to LIKE the **Amnesty International UK 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 organisation's 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 for your diary!

- Freshers' Weeks (September October) is a great time to recruit new members and spread the word about your Amnesty society on campus, although some Freshers' Fairs will now be online. Speak to your students' union about what provisions are in place on your campus.
- The **2020 Amnesty Annual General Meeting** (or AGM) is now taking place on 100ctober. The meeting is however a closed meeting, and voting must be done by proxy in advance. **Voting opened on the 21 August and closes at 9am on 8 October 2020**. All affiliated student groups can vote in the AGM.

To find out more go to www.amnesty.org.uk/AGM or email sct@amnesty.org.uk.

- Write for Rights (November December) is Amnesty's largest campaign last year over 5 million people took part around the world. Every December, Amnesty supporters across the globe will write millions of letters for those whose basic human rights are being attacked. They are people like you, continuing a long tradition of writing letters to right some of the world's biggest wrongs.
- The **Student Conference (TBC)** 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.

We have had to make the difficult decision to cancel the 2020 Student Conference,

but we will be running some sessions online in the Autumn. We hope to organise a physical event in Spring 2021 providing it is safe to do so.

• **Committee handovers** tend to happen between April and June, with the majority in May.

WHAT IS THE STUDENT ACTION NETWORK?

The Student Action Network 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 Amnesty student groups have organised climate strikes on campus, campaigned for the rights of refugees and ran workshops on sexual consent on campus. They have also organised fantastic fundraising events, from clothes swaps to fun runs, raising thousands of pounds in support of human rights.











THE STUDENT ACTION NETWORK COMMITTEE

The Student Action Network committee, also known as the STAN Committee, consists of eight students who are elected to lead campaigns, represent student groups in Amnesty UK and to support them in their campaigning.

The STAN Committee 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 representative for your region. You can find out who your STAN Committee rep is in the contact section at the back of this guide.

The STAN committee also organise our priority student campaigns, events such as the Student Conference and work together with teams across Amnesty UK to make sure that students are represented in all areas of our work. They can be contacted on stan@amnesty.org.uk.

HOW CAN I RUN FOR THE STAN COMMITTEE?

The elections for the next STAN committee usually take place at the Student Conference in Autumn (which has been cancelled for 2020) – we'll be in touch with student groups once plans for this year's elections have been finalised.



8 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. The affiliation process allows us to recognise you as an official part of Amnesty UK and means you are 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. An affiliation form is included 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 in our Facebook group for all Amnesty students.



@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).

You can order any of the materials by emailing amnesty@mdams.com.

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 with the introduction of GPDR in May 2018. This law improved the rights for individuals, and it's important that your group complies. Don't worry, 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.

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 via students@amnesty.org.uk.

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.

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 180 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).

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.

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 Right's 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 all over the world, 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

ANTI DEATH PENALTY PROJECT

The Anti-Death Penalty Network 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

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.

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 balls, 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.

CASE STUDY: LSE DIPLOMACY BALL

The LSE Amnesty Group organise an annual 'Diplomacy Ball' in partnership with the UNICEF Society. The event is held in the Grand Connaught Rooms, a beautiful venue in the heart of central London. Not only did the event raise close to £2000, it also won the LSE Student Union prize for Best Collaboration Event.

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 AmnesTeas, 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 of 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! You can find a guide to organising a quiz in your Freshers' Pack.

JAMNESTY EVENTS – These are live music events held to raise awareness and funds for Amnesty International UK. They take a fair bit of work, but you can lighten the load by partnering with a live music society and working with student bands. If you're interested in putting on a live music event, see our guide to organising a Jamnesty enclosed in your Freshers' Pack.

CASE STUDY: UNIVERSITY OF LEEDS JAMNESTY

The University of Leeds Amnesty Group regularly hold Jamnesty live music events featuring local and student bands. These events were always popular and have raised over £1000 a year for Amnesty International UK. They had one planned for March 2020 that had to be cancelled after the country went into lockdown. Despite being disappointed, the group decided not to give up and try and organise a remote Jamnesty instead. They contacted acts that would have performed at the cancelled event to ask them to submit short video performances and also contacted other Amnesty student societies across the UK and from further afield



– they had submissions from Germany and Morocco! – and asked them to submit videos too. More tech-minded members of the group were able to knit these together into a single video that was broadcast live at a set time. People watching were asked to donate to a Just Giving page they had setup. The event was a great success and managed to raise over £1000!

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 – see your enclosed guide to give you some ideas.

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.

SUPPORT FOR FUNDRAISING EVENTS

For support with your fundraising events, contact Richard Glynn in our community fundraising team by emailing fundraise@amnety.org.uk or calling 02070331650. We can offer advice on making your events success and free fundraising materials including collection buckets, badges, stickers, t-shirts and more.

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 2020/2021. 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 utilise the extra people to organise and take part in larger events.

For more information on fundraising or for help approaching your university's RAG society, you can contact Richard in our community fundraising team. Please email fundraise@amnesty.org.uk or phone 020 7033 1650.

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 the Student Action Network across the UK. Whether your group has been going for years or whether it's 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: <u>james.farndon@amnesty.org.uk</u> Direct tel: 0207 033 1729

Student Action Network Committee (STAN)

The Student Action Network Committee supports the running and development of Amnesty student groups – and each committee member supports 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.

Cara Brodie

Scotland

Cara.Brodie@amnesty.org.uk

Elifsu Birincioğlu

North West England

Elifsu.Birincioglu@amnesty.org.uk



Pascale Hall

North East England

Pascale.Hall@amnesty.org.uk

Leo Kilkenny

Wales, Northern Ireland & London

Leo.Kilkenny@amnesty.org.uk

Daniel Muddimer

Midlands

Daniel.Muddimer@amnesty.org.uk

Conran Neave

London

Conran.Neave@amnesty.org.uk

Leyla Manthorpe

East & South East England

Leyla.Manthorpe@amnesty.org.uk

Sascha Pare

South West England

Sascha.Pare@amnesty.org.uk

