

HOW TO PLAN A CHARITY CHALLENGE

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STUDENT GUIDE TO FUNDRAISING WITH AMNESTY

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CHOOSING A CHALLENGE

Pick a challenge that puts you to the test, is a talking point, and is easy to document on social media. Some ideas include:

PHYSICAL CHALLENGES

5km a day: walk, run or cycle 5km every day for a week, fortnight, month or whatever you're able to manage.

Stair climb Everest: climb a set of stairs (or anything else for that matter!) every day until you've scaled the equivalent height of Mount Everest.

Swim the Channel: swim lengths in a local pool to cover the 22 miles between the UK and France.

OTHER CHALLENGES

Alternatives marathons: this isn't just running! In the past, our supporters have played video games for 24 hours, and livestreamed themselves reading every Shakespeare sonnet.

Head shave/hair dyes: hair related fundraisers work well. Offer people the chance to shave your head. Or have a sliding scale – the more you raise, the more outlandish your hairstyle will be.

Give it up: go without your favourite treat/vice for a month. Whether it's chocolate, alcohol, TV or anything else you're famous for enjoying a little too much, abstaining will inspire people to donate.

TOP TIP: Link your challenge to an Amnesty International UK campaign action to raise awareness of our work and to encourage donors to dig deep. In the past, fundraisers ran 26 miles in solidarity with the world's then 26 million refugees. Students held a sponsored silence to highlight silenced prisoners of conscience. Look at our social media and website for our latest campaigns.

RAISING FUNDS

Promote your challenge as widely as possible to bring in donations. Prepare social media posts before, during and after the challenge. Take plenty of video and photo content to make these worthwhile. Set up a fundraising page on Just Giving and personalise it with a target, photo and short story about your goal. If it's a physical challenge, use an exercise tracking app like Strava to help document it.

RESOURCES

We can provide free branded materials including sponsorship forms, information booklets, posters, stickers and collection buckets. Order for your fundraiser by emailing fundraise@amnesty.org.uk