

HOW TO PLAN A JAMNESTY EVENT

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STUDENT GUIDE TO FUNDRAISING WITH AMNESTY

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THE TEAM

Get together a reliable and enthusiastic team to organise the event. Meet at least once a week to update each other.

SECRETARY

Coordinates the team, chairs regular meetings, takes minutes, and ensures everyone is on track.

TALENT SCOUT

Finds and books the acts.

LOGISTICS MANAGER

Books the venue and ensures it meets the needs of the various acts.

FLOOR MANAGER

Ensures everything goes smoothly on the night, including keeping bands to their allocated start and finish times.

PHOTOGRAPHER

Documents the event.

PUBLICITY MANAGER

Advertises the event and sells tickets.

THE VENUE

The venue can make or break your event so make sure you choose the right one. Student Unions often have venues you can use for free or at a discount. Staging events off campus is potentially more challenging but increases your options and may help draw a broader crowd. Pubs make excellent venues and often come with their own fan bases. Dedicated live music venues generally cost more but are perfectly equipped and may help with promotion. Check the prices at several venues and visit them for gigs before making a final decision. Also try to secure a drinks deal with the venue.

TOP TIP: Set up an Instagram or TikTok account to promote the event, the acts and Amnesty's work. Create an event hashtag.

Please note:

Before finalising your booking, check if there are any hidden extras. For example, some venues do not include security in their booking charges, which can be expensive. Also find out whether the charges include VAT. Some Student Unions require advance notice of events staged on or off campus, so check with them first.

THE BANDS

Campuses brim with musical talent so use personal contacts and get in touch with student societies. Also get to know your local music scene beyond campus. Watch bands perform live or during a practice session to help you gauge their appeal. It may also be worth getting DJs to perform on the night. Find out the bands' equipment needs and what they can provide for the night. Emphasise that proceeds go to Amnesty, and that by performing for free, the musicians are supporting our work.

PROMOTION

As soon as you finalise the bands and the venue, get the word out. Display posters around campus, distribute flyers, and promote the event online through the most popular platforms such as Instagram, TikTok and YouTube. Also publicise it via the student newspaper and radio/TV stations.

Please note:

After the gig thank everyone for taking part – we can provide personalised thank you letters on Amnesty headed paper. Stay in touch with the bands as you may need them for future fundraisers.

RESOURCES

We have lots of resources, including:

- Banners and posters
- Campaigning and collection materials
- Badges, stickers and much more

Email fundraise@amnesty.org.uk to find out more.

Please note:

Let us know about your Jamnesty experiences – good and bad – so we can help others organising events in the future.