



THE BIG AMNESTY SKILL SHARE

EFFECTIVE CAMPAIGNING

CASE CAMPAIGNING

Action for people facing human rights abuse is a core part of Amnesty's work. Together we challenge injustice, demand accountability, and stand in solidarity with those at risk.

GETTING INVOLVED

There are many different ways to get involved in case campaigning, including taking part in one-off letter-writing and email actions, sending a card at Christmas time to a prisoner of conscience and working on a person's case over several years.

Urgent Action Network

When someone is facing an immediate and potentially life-threatening violation of their human rights, Amnesty turns to its Urgent Action Network. Members are sent case sheets by email and asked to act as fast as possible by sending appeal letters, emails and faxes directly to those who have the power to stop the violations.

Long-term action

Groups can also work on cases for several months to many years. Long-term casework gives you the scope to develop your own ideas for action based on the interests, strengths and capacity of your group.

How do I find a case to work on and where do I go for support?

You will receive case actions as part of your country and thematic campaign work, or you can visit www.amnesty.org.uk/cases

To be assigned a long-term case, or to join the Urgent Action Network, contact the Activism Team.

Long-term cases are supported by our team of country coordinators and the Individuals at Risk programme at AIUK. Once you sign up to a case you will be given their contact details.

We also run a training workshop Campaigning for Individuals, designed to give you more information about our work and help you plan action on cases. Contact the Activism Team.

EFFECTIVE CAMPAIGNING

WHAT WORKS?

Letter-writing

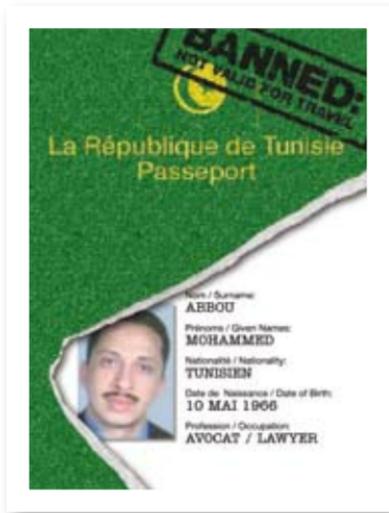
Amnesty was founded on the principle that by writing a letter, you could save a life. The letters written by our supporters have helped free prisoners from prison, ensured that human rights defenders receive protection and saved people from execution. What might seem like a small action can have a big impact.

See www.amnesty.org.uk/cases, for Amnesty Letter Writing Guide.

Want to do more with your letters?

- Organise a write-a-thon and invite the press.
- Turn your letter into a petition and take it to the street.
- Ask someone significant from your local community to sign your letter – an MP, a football team, a local mayor or the whole council (a good press opportunity).
- Be creative – think about the case and whether there's a visual image you can send with your letters to convey your message. You could even design your own postcard.

'Passport'- postcard designed by Tunisia country coordinator calling on the Tunisian government to end the travel ban on human rights defender Mohammed Abbou. This travel ban was lifted in 2009 and Mohammed thanked Amnesty supporters for campaigning on his case.



'... we have your Urgent Actions, we have some of you sharing this burden with us, and they say a burden shared is a burden halved. That's what makes us brave enough to do the work that we are doing... it's important for you to keep [writing] your letters and Urgent Actions, and it's important for you to tell people so that we are not alone.'

JENNI WILLIAMS, WOMEN OF ZIMBABWE ARISE (WOZA), SPEAKING ABOUT THE IMPACT OF LETTERS SENT BY AMNESTY SUPPORTERS TO THE ZIMBABWE GOVERNMENT ON THEIR CASE.

EFFECTIVE CAMPAIGNING

TAKING YOUR CAMPAIGNING A STEP FURTHER

In 1989, the Isle of Wight Group planted an oak tree, dedicated to all prisoners of conscience, in Ventnor Botanic Gardens. Today, 20 years later, the tree is going strong, and the group marked the anniversary with poetry readings and a picnic and focused on the case of Dr Kamal al-Labwani, a Syrian prisoner of conscience.



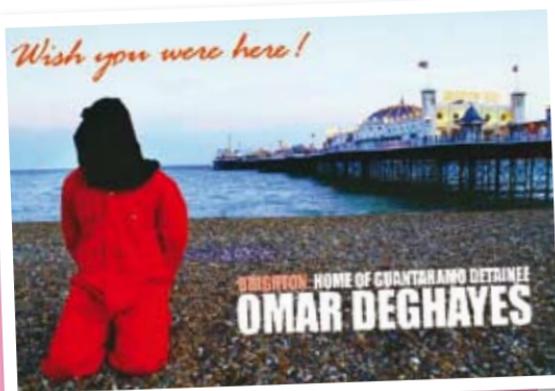
In September 2009, Norwich and District Group took to the streets to campaign for justice for Ferhat Gerçek and Engin Çeber, two victims of police violence in Turkey. They asked festival-goers in Sewell Park to sign giant t-shirts with their message for justice. The photos of their stunt were then used as part of a photo petition designed to put pressure on the Turkish government at a key time.



Generate press coverage

This can really help drive your campaign. It will draw public attention to the case and encourage more people to get involved. Plus articles and letters published in local and national media are often picked up by embassies, adding impact to your campaigning. See our 'Creating a scene' leaflet for tips on press work.

BRIGHTON GROUP drew attention to the plight of their local resident Omar Deghayes, held in Guantánamo Bay, by doing a Brighton to London walk on Human Rights Day. They set off from Brighton Pier and ended up at the Foreign Office with their demands for his release. The event received good press coverage and pictures posted on their website were picked up by other campaign websites.



EFFECTIVE CAMPAIGNING

TAKING YOUR CAMPAIGNING A STEP FURTHER *continued*

Get your local council involved

Dumbarton and Lomond group managed to get local support for their campaign to free Saed Yassin, a Palestinian human rights defender held in detention by the Israeli authorities since October 2006. In 2009, the council suspended a 23-foot banner from their offices – the height of the separation wall built by Israel in the West Bank. Councillors and members of the group unveiled it to raise awareness of Saed Yassin's plight.



Take it to the targets

In 2009, the Buxton group took their campaigning for the release of a group of detained peaceful protestors direct to the nearest Laos embassy – in Paris. Accompanied by members of the French section, the group met with embassy staff, and handed over a giant banner, made up of more than 250 handmade flowers sent in from groups across the UK, as well as a petition.



Solidarity messages

The letters and messages you send to individuals, groups and communities who have suffered human rights abuse are a source of hope, support and encouragement to them and their families, and can help bring about positive and lasting change.

'We could never sleep quietly at night because we never knew if we were going to be attacked, but this changed when the cards began to arrive. We received thousands of cards and these have helped to protect us as the eviction attacks stopped when the cards started.'

NYAMALO JANEFIVER, VOLUNTARY COMMUNITY WORKER IN DEEP SEA, KENYA, A COMMUNITY AT RISK OF FORCED EVICTION.

