



## THE BIG AMNESTY SKILL SHARE

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## COMMUNITY FUNDRAISING

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# FUNDRAISING MADE EASY

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Amnesty local groups have raised millions of pounds to support Amnesty International's work over the years through an astonishing variety of events and activities. But it's not just about the money. Fundraising events open up Amnesty to a new audience, give you the chance to recruit new group members and have fun with everyone in your group.

**HOWEVER GOOD YOUR FUNDRAISING EVENTS, THERE IS ALWAYS ROOM FOR NEW IDEAS**

Visit [www.amnesty.org.uk/fundraise](http://www.amnesty.org.uk/fundraise) for advice and new materials on offer, including 'how-to' guides to help you make the most out of the event you are planning.

If you can't find what you are looking for, please contact Community Fundraising (details below). If you don't have access to a computer we would be delighted to print out any information you need and post it to you.

We know how creative and professional groups are when it comes to fundraising, but here are some ready-made fundraising ideas for you to think about.

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# COMMUNITY FUNDRAISING

## IDEAS OUT IN THE OPEN

### TEAM AMNESTY

#### SPONSORED EVENTS

You and your group can take part in a sponsored event to raise money for our human rights work. Join marathons, parachute jumps, fun runs or cycle rides throughout the year in the UK and overseas.

To get involved with Team Amnesty and find out more about the different events, visit [www.amnesty.org.uk/teamamnesty](http://www.amnesty.org.uk/teamamnesty)



Glasgow fun runners

#### YOUR OWN EVENT

Alternatively if you or your group want to organise your own sponsored event, you can do: swims, walks, runs, football tournaments, treks, golf challenges or cycle rides. The Jersey group's annual cycle ride, and the Cartmel and Grange's Morecambe Bay sponsored walk are huge successes. Receive free materials, tips and inspiration and all the necessary guidelines to plan your event by contacting us at [fundraise@amnesty.org.uk](mailto:fundraise@amnesty.org.uk)

All sponsorship money received and paid to the Charitable Trust (via justgiving) can be gift aided, which means that for every £1 sponsorship donation you receive Amnesty will receive £1.25. Find out more at [www.amnesty.org.uk/teamamnesty](http://www.amnesty.org.uk/teamamnesty)

### PROTECT THE HUMAN WEEK

**16-22 October 2010**  
**[www.amnesty.org.uk/protect](http://www.amnesty.org.uk/protect)**



Manchester uni PTH party

Now in its sixth year, this is the week when the whole of Amnesty comes together and throws a party to take action and raise funds for Amnesty's work.

This year, Protect the Human week 2010 is on 16-22 October, and we would love all groups to take part as parties take human rights into hearts and homes often outside Amnesty's reach. Also, what better way to celebrate your hard work? Please celebrate our activism and join in locally to help raise vital funds and awareness while encouraging others to take action too.

Every year, we provide a Protect The Human Pack with a free party kit, advice on how to promote your event and share ideas.

### MOBILES AND CARTRIDGES RECYCLING



Amnesty receives £5 from every mobile received (£6.25 if you sign a giftaid declaration). We even accept broken phones. For every recyclable ink cartridge you return Amnesty will receive £1. **Why not hold a collection in your community?** If you have 15 or more phones or cartridges, call us for a free collection.

#### Is it worth it?

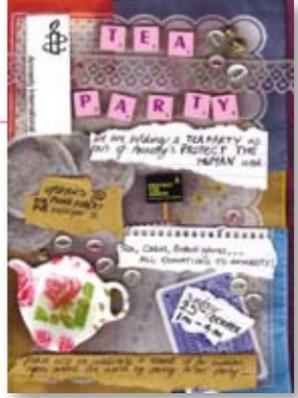
Mobile phone recycling has raised over £70,000 since it was launched in 2007, so a big thank you to everyone who has sent in their old phones or organised collections.

For more information, to order FREEPOST recycling envelopes and to download posters visit [www.amnesty.org.uk/recycle](http://www.amnesty.org.uk/recycle) or call 020 7033 1651.

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## AMNESTEA

This is all about drinking tea and raising money for human rights. The beauty of holding an AmnesTea is that it is simple and fun. You can hold a tea party for your group, friends and colleagues or plan a bigger event and open it up to the public. Visit [www.amnesty.org.uk/tea](http://www.amnesty.org.uk/tea) for more information, and order your free Amnestea kit online or call 020 7033 1500.



## QUIZZES

Quizzes are a great fundraising idea. You can have University Challenge style ones, one minute quizzes where participants try to answer as many questions as possible within a minute, and even Human Rights themed ones (like the one organised by Bristol Goldney group in the photograph). We have a ready made quiz pack available for you with Eddie Izzard joker cards, scorecards, question ideas and advice on organising a quiz. You can charge to enter the quiz and award prizes to the winners, either offering them small goodies or Amnesty materials. Call 020 7033 1650 or contact [fundraise@amnesty.org.uk](mailto:fundraise@amnesty.org.uk) for more details.



## EBAY



If you receive any unwanted presents, you can sell them on eBay and give part of the proceeds to Amnesty. All you need to do is go to eBay, choose us as your charity and decide how much of the sale (from 10 per cent to 100 per cent) you would like to donate.

### Find out more:

[auction@amnesty.org.uk](mailto:auction@amnesty.org.uk)  
[www.ebay.co.uk/ebayforcharity](http://www.ebay.co.uk/ebayforcharity)  
[www.amnesty.org.uk/fundraise](http://www.amnesty.org.uk/fundraise)

## GIVING IN MEMORY

Many Amnesty supporters choose to make or request a gift in memory in lieu of giving flowers at a funeral. If you would like to commemorate a loved one and contribute to Amnesty's work, there are a number of ways in which you can do this.

You can make your donation by post, via our website or over the phone. If you are organising a funeral for a loved one, we can provide giftaid Amnesty donation envelopes for you to distribute at the ceremony.

### Find out more:

[fundraise@amnesty.org.uk](mailto:fundraise@amnesty.org.uk)  
[www.amnesty.org.uk/inmemory](http://www.amnesty.org.uk/inmemory)



# COMMUNITY FUNDRAISING

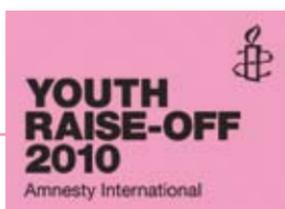
## STUDENT RAISE-OFF



Now in its third year, the annual Student Raise-Off is already proving to be a great success with university groups across the country battling it out to prove themselves as the best student fundraising group.

The 2010 competition runs until June 2010, and then Student Raise-Off 2011 is launched with the new school year in September 2010 so there is plenty of time to sign up. Find out more and register your university group at [www.amnesty.org.uk/raiseoff](http://www.amnesty.org.uk/raiseoff)

## YOUTH RAISE-OFF



Amnesty's young supporters are some of our most creative fundraisers. The annual Youth Raise-Off allows schools across the UK compete for the best fundraiser top spot. There are great prizes including one for the school that demonstrates most enthusiasm and creativity (regardless of the amount raised). As many local groups work with youth groups, we'd love you to encourage them to get involved.

For further details visit [www.amnesty.org.uk/youthfundraise](http://www.amnesty.org.uk/youthfundraise).

To order fliers to promote the competition at your local school, contact [fundraise@amnesty.org.uk](mailto:fundraise@amnesty.org.uk)

### FUNDRAISING/EVENTS COORDINATOR IN YOUR GROUP

Some groups appoint one of their group members as the fundraising/events coordinator. If you would like more information on this role including tips and advice to being a successful events coordinator please contact us at [fundraise@amnesty.org.uk](mailto:fundraise@amnesty.org.uk)

### HELP US HELP YOU

You can help ensure Amnesty's fundraising materials and information is up-to-the-minute and comprehensive. Who better than local groups who are out there campaigning and fundraising, week in, week out, all over the UK to keep Amnesty up to date with how best to organise successful local events? Please send us your annual return and any feedback to Community Fundraising (details below).

[www.amnesty.org.uk/fundraise](http://www.amnesty.org.uk/fundraise)

[fundraise@amnesty.org.uk](mailto:fundraise@amnesty.org.uk)

020 7033 1650

To order free fundraising materials see Key Materials for Local Groups.