

SPONSORED EVENTS



What is a sponsored event?

A sponsored event can be anything where you set yourself a personal challenge and then ask people to make donations to charity to spur you on to achieve your goal.

Many people take on fitness challenges such as running a particular distance or climbing a mountain, but it can be something completely different like shaving your head, quitting smoking or even doing jumps on a pogo stick!

Amnesty International has a number of sponsored events they promote such as taking part in a run, doing a parachute jump or an international challenge event. You can view the different options at www.amnesty.org.uk/teamamnesty

These events will often have a minimum level of sponsorship attached to them, which means you have to raise a specific amount of money to participate in that event. You don't have to restrict yourself to these events, it is possible however to do just about anything and this way you can set yourself your own fundraising target!

Sponsorship Forms and Just Giving explained:

To raise money, people usually ask their friends, family and colleagues to sponsor them using a sponsorship form or via just giving.

Paper Sponsorship Forms:

Carry your form around with you on the off-chance you will bump into someone you know that you can ask to sponsor you. Take it with you to a family gathering or a work social and make sure you ask everyone you know to complete the form.

The downside of sponsorship forms is that you need to chase people afterwards for the money. It is easier to collect the money upfront if people are happy to do this.

Remember to get everyone to complete his or her details on the form as this enables Amnesty to claim gift aid. This means that Amnesty can claim an extra 25% from the taxman for that donation.

It is important that you ensure people fill in the form correctly for us to make this claim however. We will need a full name and address (this can just be the house name or number and the postcode). They must also be a UK taxpayer and tick the gift aid box for the claim to be valid.

Just Giving:

This is an online giving website. Your friends and family can sponsor you by making an online payment which is then automatically paid into Amnesty's bank account. It is really easy to set up a page by following the link <http://www.justgiving.com/amnestyintuk/raisemoney/>

Follow the easy steps to make your fundraising page. Personalise it with a photo and/or video. Update it regularly, and email your friends and family at least three times with an update each time about how your training or personal challenge is going.

Other ways to promote your just giving page is to link it to your facebook page and update your status regularly, include a link as your email signature, and tweet about it.

Please note that Just Giving charge Amnesty a small fee for using their service to find out more about this visit <http://www.justgiving.com/how-justgiving-works/>

One final tip: Ask someone you know will be generous to sponsor you first! This can set a precedent on your sponsorship form or just giving page and will help you to reach your fundraising target. If the first person puts a low amount others follow!

How to raise a minimum fundraising target:



Gill Roberts ran the London Marathon 2009 as part of Team Amnesty. Here she tells us how she raised over £3000:

"When I first realised what I had to raise for Amnesty when running the marathon, I did panic slightly! Having never done anything like it before, I wasn't sure how to go about it. I decided to try a number of different approaches.

The first thing I did was create a justgiving page, to make it as easy as possible for people to donate. I sent it initially to some supportive people (my work colleagues) so that there would be some donations already showing encouragingly before sending it out to everyone I had ever met! I always waited until the first few days of the month - when most people get paid their salaries - before sending out reminders. Regular reminders really worked for the people who had good intentions but took a while to get round to acting on them...

As well as just asking people to sponsor me, I organised a quiz night with a friend who was also running. We found a venue which was free and offered good sound equipment, and could seat the number of people we hoped would come. We wrote the quiz ourselves, and charged £5 entry. We asked people to donate prizes for both the quiz itself and a raffle and found people to be incredibly generous. We did approach shops to see if they would donate items, and many of the larger chains (such as M&S, Waterstones and HMV) were surprisingly willing, but had to do it through their head offices. If you go down this route, start writing begging emails well in advance!

The raffle turned out to be quite an earner. We put a raffle ticket on each of our 20 or so prizes (which varied considerably in quality!) and sealed the corresponding tickets in blank envelopes. We then sealed a further 30 empty envelopes. We mixed them all up in a lucky dip pot, and asked people to pay £5 per envelope. We reminded them that there were pretty good odds that they would win something... Alcohol muddied the mathematical waters considerably and the envelopes were soon all snapped up in quite a competitive fashion. Overall, the quiz night raised over £675.

Last but not least, I also put my questionable skills as a part-time stationery designer to good use, and provided a basket of greetings cards in the office with a poster inviting passers-by to help themselves and make a donation. Not putting a guide price on the cards meant that people were again very generous and it raised quite a lot of money. If you do something similar (if you're good at baking cup cakes or making jewellery, this idea would work too), make sure that you empty your collection tin regularly and that it is safe to leave the collection tin unattended. I also roped in some friends to sell cards to their friends and family, and they paid in the donations they'd received directly to my justgiving page.

I made a big point of thanking everyone who supported me, as I felt it was really important to let them know that their contribution was making a difference and was really appreciated. Leaving everyone with a good feeling about how wonderful they were seemed to be a good strategy!

It turned out to be a lot less scary than I thought raising the funds that Amnesty needed. I can't say the same thing about running the actual marathon, but I'm still alive to tell the tale (just!) and am so pleased that I tackled this challenge for Team Amnesty!"

What support do you get from Amnesty for your sponsored event?

As soon as we hear you are involved in a sponsored event for Amnesty you will receive a Team Amnesty fundraising pack. This includes:

- Sponsorship Forms
- Advice on setting up a just giving page
- Fundraising ideas (maybe you want to put on an event, sell cakes etc)
- Stickers
- Campaigning materials
- Response Form (To order a Team Amnesty running vest or T-shirt and other materials such as stickers, balloons, sponsorship forms and campaigning materials)



We also offer support for all sponsored events by having a full time member of staff in the community fundraising team who you can contact at any time to ask for support or advice on 020 7033 1651 or fundraise@amnesty.org.uk

How do Amnesty use the money that is raised from sponsored events:

£10 helps to pay for Amnesty International to send petition letters

£20 helps to pay for a research mission to investigate mass abuses of human rights. Help uncover these violations, and bring those responsible to justice.

£30 could help pay for Amnesty to hold a teachers' training session to encourage human rights education programmes in schools.

£50 will help us to keep up the pressure on politicians and policy makers to take concrete steps to end violence against women.

How to send in the money once you have collected all the pledges:

You can bank all cash donations you have collected and write a cheque made payable to 'Amnesty International UK'. Include this with any cheque donations you may have received and send these to our Supporter Care Team in our London office:

Amnesty International UK
The Human Rights Action Centre
17-25 New Inn Yard
London EC2A 3EA

Remember to include your name and address, and tell us how you raised the money.

We will then send you a thank you letter and total up the amount you raised on your sponsorship form and your just giving page.

Want to do something bigger?

Amnesty International has regional groups who sometimes organise bigger sponsored events.

For example each year in May the Amnesty Jersey Group organise the 'Amnesty Jersey Cycle Ride' and having organised this event since 1995 they have become experts in this field:

The first steps they take for this specific event each year are:

- Organise a team of people to run the event under leadership of a co-ordinator (about 6)

- Select date
- Decide on route or in our case we set up checkpoints with various opening times and allow cyclists to choose their own route.
- Organise permissions (constables, owners of start place, States of Jersey.)
- Set up E mail address
- Write letters to local companies requesting sponsorship.
- Let Jersey Tourism and AIUK know.

They also suggest giving your sponsored events a theme such as 'Walk for Freedom' to highlight a particular campaign. And launching the event with a local MP/ a celebrity / the mayor will help to boost local press.

If you are an individual or local group thinking about doing a larger scale sponsored event you can contact the Jersey Local Group at amnestycycleride@jerseymail.co.uk for advice or contact fundraise@amnesty.org.uk to order the Cartmel and Grange Local Group's information pack about how they organise their annual sponsored walk.

For support or advice about any of the above please contact our events team:

Phone 020 7033 1651
Email fundraise@amnesty.org.uk
Web teamamnesty@amnesty.org.uk