



Mid Devon Amnesty Group enjoying a rural fundraising walk

Stop Torture One Step at a Time

To support the recently launched Stop Torture campaign we're asking our local groups to organise sponsored walks up and down the country so we can work to Stop Torture One Step at a Time.

Organising a sponsored walk is easy! All you need to do is plan a route, recruit some walkers and then start getting sponsors. Make sure you tell everyone you ask for sponsorship about the Stop Torture campaign – they'll want to know where their money is going.

As always, the community fundraising team is on hand to offer advice, support and materials to any groups interested in fundraising so call us on 0207 033 1650 or email fundraise@amnesty.org.uk if you're interested stopping torture one step at a time.

Ideas

The great thing about holding a sponsored walk is that almost everyone can take part. They're also easy to tailor to your group's circumstances. Here are a couple of walks you might want to try:

Scenic walk

Many of our local groups are based in rural communities. If you're one of those lucky enough to have the beautiful, British countryside on your doorstep then a scenic walk is probably your best bet. Often routes are marked out but if you or someone else in your group has local knowledge of an alternative route then feel free to get creative. If the walk you're offering is unique then you're more likely to attract ramblers from outside your group and possibly get a few new members.

Urban Walk

Every city tells a story but too often the daily grind makes us lose interest. Many city dwellers see little of their town beyond the office they work in and the nearest high street coffee chain. A sponsored city walk is the perfect way to change this. You could plan a route taking in sites of historical interest by consulting the local tourist board or possibly just by sitting down with the group's resident history buff.

Pub walk

For some people, walking is about the destination more than the journey. If you're more interested in the local brewery than the local flora and fauna then maybe a pub walk is for you. For a rural pub walk, pick a village pub that offers a place to put your feet up and refuel after a gentle jaunt. If you're in an urban area then maybe you could stop off at several pubs along the route – just be careful not to overdo it!

Dog walk

We've found that nothing encourages donations on a street collection quite like the presence of a dog. If you're a group of dog lovers then you could try having a sponsored dog walk perhaps culminating in a collection in town?

Action walk

The Stop Torture campaign is a great opportunity to engage people that might not be typical Amnesty supporters because it's so clearly wrong. To help make people realise the importance of supporting Amnesty, you could set up tables along the route with action cards and casesheets for the 5 featured cases. Alternatively, you could book a table in a pub afterwards and encourage walkers to join you for a drink and a spot of light campaigning post-walk.

Email activism@amnesty.org.uk for Stop Torture campaigning materials.

Fundraising From Your Walk

Here are a few tips on how to ensure your walk raises as much money as possible for Amnesty:

- Setup a Just Giving page for people to donate to if they want to support the cause but can't donate on the day.
- Bring Collection Tins with you. They may seem dated but street collections are still the biggest single source of income for our local groups. If you're planning an event at the end of the walk then make sure you have a few tins with you.
- Charge an entry fee. Charging people to take part in the walk is a great way to generate funds. If you're keen to not leave anyone out, you could make the entry fee optional. This allows people on low incomes to take part and often those who can afford to will donate more than the suggested amount.
- Ask everyone you know to sponsor you. Take your sponsorship form to work, to family gatherings, to social occasions to anywhere where there are people who might sponsor you.
- Get in touch! Email fundraise@amnesty.org.uk or call Richard on 0207 033 1650 for support with your fundraising walk.