



STOP ~~TORTURE~~

ONE STEP AT A TIME

To support the **Stop Torture campaign** we're asking our local groups to organise sponsored walks so we can 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 about the Stop Torture campaign when you ask for sponsorship – they will want to know where their money is going.

For advice, support and materials, call the community fundraising team on **020 7033 1650** or email **fundraise@amnesty.org.uk**



IDEAS FOR GREAT WALKS



The best thing about a sponsored walk is that almost everyone can take part. It's easy to tailor your walk to suit your group. Here are a few walks you might want to try.

Scenic walk

Many local groups are based in rural communities. If you're lucky enough to have the beautiful British countryside on your doorstep, a scenic walk is probably your best bet. Often routes are already marked out, but if you or someone in your group has local knowledge, you can be creative and design an alternative route of your own. If you offer a unique walk, you're more likely to attract ramblers from outside your group - and may get some new members.

Urban walk

Every city is full of stories - but too often we are preoccupied with our daily grind. 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. Consult the local tourist board or just sit down with the group's resident history buff.

Pub walk

For some people, walking is more about the destination than the journey. If you're more interested in the local brewery than the local flora and fauna, 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, you could stop off at different pubs along the route - but careful not to overdo it.

Dog walk

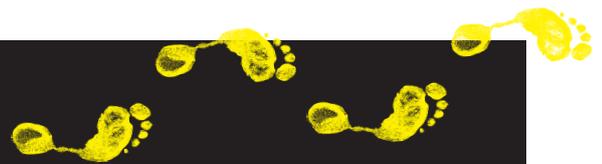
If you're a group of dog lovers, try a sponsored dog walk, perhaps culminating in a collection in town. Nothing encourages donations on a street collection quite as much as the addition of dog appeal.

Action walk

The Stop Torture campaign is a good chance to engage people who might not be typical Amnesty supporters because torture is so clearly wrong. You could set up tables along the route with action cards and case sheets for the five cases featured in the campaign. Or you could book a table in a pub afterwards and encourage walkers to join you for a drink and a spot of easy post-walk campaigning.

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.

- **Set up a JustGiving page** for anyone who wants to support the cause but can't donate on the day.
- **Bring collection tins with you.** They may seem old-fashioned 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, 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. To make sure you don't leave anyone out, you could make the entry fee optional. This allows people on low incomes to take part - 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 and anywhere where there are people who might sponsor you.

Get in touch. fundraise@amnesty.org.uk or call Richard on **020 7033 1650** for support with your fundraising walk.