

# FUNDRAISING TOOL KIT

## AMNESTY INTERNATIONAL

[amnesty.ca/donate](https://amnesty.ca/donate) | [members@amnesty.ca](mailto:members@amnesty.ca)



### WELCOME!

Amnesty International is a global movement of over 7 million people in more than 150 countries, working together to protect and promote human rights. Our vision is of a world in which every person enjoys all the human rights enshrined in the Universal Declaration of Human Rights. Our mission is to conduct research and generate action to prevent and end grave abuses of human rights and to demand justice for those whose rights have been violated.

### WHO WE ARE AND HOW WE ARE FUNDED

Amnesty International is independent of any government and therefore do not accept funding for our human rights research and campaigning work from them. We hold all actors to the same obligations as defined in international human rights law and standards. Our only goal is to ensure human rights are respected for everyone, everywhere. Our work is supported by donations from individuals just like you!

### WHAT IS THIRD-PARTY FUNDRAISING?

It is an opportunity for you to get creative and raise some funds on behalf of Amnesty International! It is managed by you in its entirety, giving you an opportunity to take on a challenge, host a tea party or just create a page for donations in lieu of your birthday or wedding. What ever it is, show your family, friends and community members your passion for human rights!

### RECEIPTS

Any donations made online through your fundraising page will be automatically receipted and sent via a confirmation email shortly after the contribution is made. Donors who prefer a paper copy can email us at [members@amnesty.ca](mailto:members@amnesty.ca) to request it. Donors that also wish to donate offline (i.e hand in cash or a cheque) can still do so, and the donation can still be tallied towards your fundraiser goal through back-end processes done on your dashboard.



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### STEPS TO LAUNCH YOUR EVENT INTO SUCCESS

#### 1. Choose your event idea: Need some ideas?

Check out our handy '50 Ways to Raise Money for Human Rights' document found [HERE](#).

- Pick something that best represents your interests!  
The world is your oyster, get creative & have fun!

#### 2. Set a fundraising goal!

- Find a happy middle— a figure that is ambitious yet reasonable!

#### 3. Pick a date, time and venue for your event!

- Now that you have your idea in mind, begin to think about logistics like whether you'll have a fundraising event with your friends or if you'd prefer to keep it online.
- If online, let those know on your page how long you plan to run this campaign, so they can ensure they get their donations in on time!

- Be sure to check with staff at any public locations prior to launch of your campaign and think about things like accessibility, technological capabilities, washrooms and licences.
- Think about your date and time relative to other events or holidays that may run in conjunction to yours and how these details could affect your event.

#### 4. Create a budget.

- Make sure your expenses don't exceed 30% of what you're planning to raise! Prior to launching your campaign, make a thorough itemized list of things that you will need to pay for to facilitate your event.

#### 5. Spread the word!

- Start sharing your ideas! Our webpage capabilities allow you to import email lists, connect to Facebook, or provide access to your page via a shareable link. Spread the word about your cool, new event and let them know why they don't want to miss out!

- Let us know how your event is going! Tag us on social media at **#Fundraise4Amnesty**, so we can see your successful campaign in action!

### QUESTIONS?

Want to run your idea by someone, ask for more fundraising tips and tricks, and/or ask further questions? Email us! [members@amnesty.ca](mailto:members@amnesty.ca)

### CHARITABLE STATUS INFORMATION

Legal name: AMNESTY INTERNATIONAL-  
CANADIAN SECTION (ENGLISH SPEAKING)

Charitable registration number: 11878 5914 RR0001

Address: 312 Laurier Ave E Ottawa Ontario K1N 1H9

# HOW TO CREATE YOUR FUNDRAISING PAGE



## LET'S GET STARTED!

### 1. CREATE YOUR ACCOUNT

In creating your account, you have the option to either connect via Facebook, in order to make sharing with your friends that much easier or enter in your email of choice. From here you will be asked to create your profile.


### 2. INPUT PERSONAL INFORMATION

Next, you'll be asked to input personal information that will be associated to your fundraiser profile. These are things that your friends, family, and community members can search for when trying to locate your fundraiser page.

**1.**

**GET INVOLVED**

Register to Write for Rights.

 JOIN WITH FACEBOOK

or enter email and password

Email

Password

Confirm Password

**NEXT**

**2.**

**PROFILE**

Lets create your profile. Your friends will be able to easily find your campaign and support your effort.

First Name

Last Name

Address

City  Alberta

Postal Code  Canada

**NEXT**

# HOW TO CREATE YOUR FUNDRAISING PAGE



## 3. GET CREATIVE!

Finally! It's time to get creative! Create a catchy page name and URL, pick your donation objective for your fundraising page and come up with an eye-catching tagline to really let your potential donors know what you're up to!

The text provided in the last box is your opportunity to really sell your fundraising page and let your donors know why they should get involved in your efforts. Use this space to tell your donors a little about yourself, your passion for human rights and/or why your campaign is important to the protection and promotion of human rights around the world!

After selecting '**Personalize Page**', you'll be able to make your fundraising page your own! Update your profile or banner picture, edit your page description or tagline and/or raise or lower your fundraising goal at any point during the duration of your fundraiser.

3.

Tell us why you are participating and what is most important to you.

Page Name

Page URL

250

Choose a strong and appealing tagline to display on your page

[Your name here]'s 30th Birthday page

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Join me to raise money for Amnesty International in lieu of gifts.

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### MAINTAINING YOUR FUNDRAISER

Now that you've created your page, it's time to spread the word! Send or share messages to all your recipients at once through Facebook, Twitter or Email with a click of a button. Simply create a catchy subject line, draft the message itself, and then click send! You can also import a full contact list, so long as it is a CSV file, to save time!

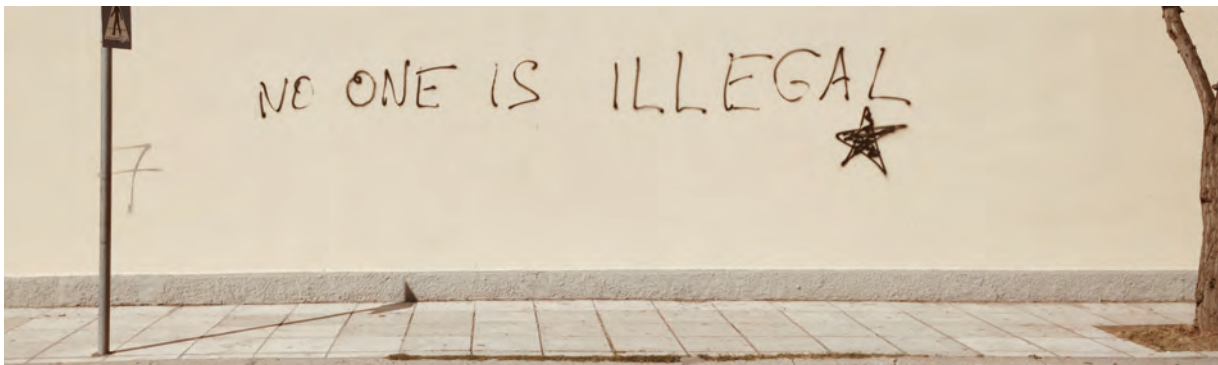
Engaging Networks will later keep the names of the individuals you contacted, under **'Contacts'** located on the left of the main dashboard page. This way you can keep track of who you spoke to, how many times it was sent, how many visits you received, and the amount donated by that individual. Ready to thank your donors? Your dashboard will also provide a running list of your generous contributors and straight from here, you'll be able to send a personalized thank you right from your fundraising page!

Did you receive a cheque? You can input this information as well, by navigating to the **'Donations'** tab on your dashboard. Simply fill out the spaces on the webpage and press submit! This information will be sent to the National Office and that way they know to expect a cheque in the mail for your fundraiser.

Once your fundraiser has come to an end, simply put all the offline donations in one envelope and mail it over to the National Office with a detailed list of donors and the amounts enclosed. Not only does this allow you to keep track of all your donations in one place but will also provide an accurate running total of dollars raised for your fundraiser.

### QUESTIONS?

Want to run your idea by someone, ask for more fundraising tips and tricks, and/or ask further questions? Email us! [members@amnesty.ca](mailto:members@amnesty.ca)



**AMNESTY  
INTERNATIONAL**



**50** ways to raise money for **human rights**

You. Me. Them. Us.  
**Human rights matter in  
our day to day lives.**



## **Action is power.**

Whether we realize it or not, our actions have an impact on the human rights of others.

From fair-trade coffee, to sweatshop-free clothing—we are constantly faced with choices that affect someone else's right to live in dignity.

# It's a small world.

Human rights are not just an issue for people halfway across the world. They concern all of us.

In the words of Martin Luther King Jr.,

“Injustice anywhere  
is a threat to justice everywhere.”

When we allow anyone's human rights to be taken away, we send the message that it's okay for our own rights to be denied someday.



At Amnesty International, we believe that taking action for human rights can come in a variety of ways.

Raising money and awareness on these issues is a crucial part of building a human rights culture around us, and in furthering the human rights campaigning and action we do every day.



# Shy about asking? Here's why you shouldn't be:

When you ask for donations to Amnesty International, you're giving your donors an opportunity to be a part of the solution—helping them take a step towards a world in which everyone enjoys all the rights honoured by the Universal Declaration of Human Rights.

Amnesty International's work is world-renowned. Our research and reporting is impartial and credible, and we neither seek nor accept funding from governments, so we rely entirely on our members to support the work we do.

The work Amnesty does is not a one-year cause.

There is an ongoing need, and we can use all the help we can get. Whatever you can do will make a difference. No amount is too small.

So don't be shy.

Share your passion for human rights  
and let people know why you support Amnesty.



# Helpful hints for your event:

Plan well. Make sure your event is safe and legal.

Make sure your expenses don't exceed 30% of what you're planning to raise.

We've come up with 50 ways in which you can help make a difference for human rights. The possibilities are infinite, and we hope you share your great ideas with us so they can help inspire others to do the same.

What's your big idea? Contact us at: [members@amnesty.ca](mailto:members@amnesty.ca) or 1-800-AMNESTY (1-800-266-3789)

## Pressed for time? There's still lots you can do!

Flip straight to these ideas for fun ways you can make a big difference.



in 5 to 10 minutes: 9, 18, 23, 25, 39, 46, 47, 49



at home: 1, 11, 12, 16, 17, 20, 26, 28, 29, 38, 48



at work/with community: 2, 5, 7, 8, 13, 14, 19, 24, 27, 34, 37, 38, 44



at school: 5, 6, 7, 13, 19, 21, 25, 29, 32, 33, 34, 35, 38, 40, 41, 42, 43



*"I endured only because of the support of people who were concerned about my fate. Only this gave me **strength**. I want to thank them for not forgetting those nearest and dearest to me—that knowledge helped me remain **determined**."*

Uzbekistani prisoner of conscience Mutabar Tadzhibaeva thanking organizations, including Amnesty International, which campaigned for her release.



*"The torturer aims to isolate you, to cut all your links with the outside world. But Amnesty International was able to **break that isolation**."*

In 1973, Luiz Rossi, a Brazilian professor, was the focus of Amnesty's first Urgent Action appeal.

Amnesty  
works.

**and  
now**  
the big

**50**

**1** Human rights are a crucial part of our daily lives. So are chores. Why not bring the two together, and get others to sponsor you to clean your room, mow the lawn, shovel snow, or wash cars? It's a simple way to turn everyday chores into real cash for improving the human rights situation around the world.



*bend over backwards* **2** You can literally help support human rights work by taking a deep breath or two. Ask as many people as you know to sponsor you to practice yoga on Yoga Day in April. Find a participating yoga studio in your area, or pull out a mat in your bedroom, community centre, school, or workplace, and see how many sun salutations you can do!

# 3

## move it move it or lose it

If you're always on the move, and love to run, walk, skate, or dance, why not get friends and family to sponsor you at the same time?

Whether it's an existing run in your city, or an athletic challenge that you take up on your own, turn your love for moving into a way to move human rights forward.



photo credit: Paul Thompson

## 4 Sssshhhhhh. . .

While we always want you to speak out against human rights abuses, sometimes a little peace and quiet can be good, too.

Ever considered taking a vow of silence for human rights, and inviting others to do the same? Perhaps you can challenge your sponsors to double their pledge if you surpass a certain time limit?



## 5 dress up, dress down, dress badly

Depending on your school or workplace, this could be a great way to involve others while changing the routine of your day.

Have colleagues pay to dress up, dress down, or just have a “bad taste day”.

## 6 reality TV Amnesty Style

Amnesty Idol, Amnesty Top Model—what a fun idea for a school or workplace holiday party. Get people to strut their stuff by singing or dancing—whatever your group’s talents may be, and have a panel of judges decide the winner.



# 7 a piece of cake

A dessert night or cake auction at work or at school is a a real win-win money-raising idea.

Satisfy everyone's sweet tooth and support human rights, all at the same time!



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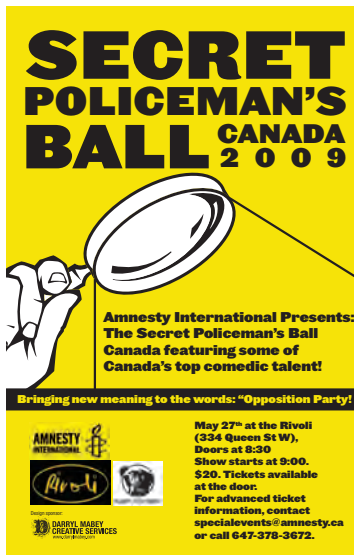
someone up!

Organize a comedy night with local comedians, and sell tickets to benefit Amnesty.

In 1979, British comedian John Cleese turned his talent into a way to raise money for Amnesty International's human rights work by creating *'The Secret Policeman's Ball'*.

It was a multi-hour extravaganza of comedy sketches and performances to entertain the audience and raise money and awareness for human rights.

You can do your own version of the Secret Policeman's Ball.



# 9 Pardon my French

Got a mouth like a sailor? Why not put up a penalty “swearbox” in your kitchen or office for a month, and charge 50 cents or a loonie for every four-letter slip?

And if you’re at school, you could think of a fun twist on this idea that doesn’t involve swearing.

# 10 go the extra mi le

How about picking a day when you just go out of your way to do good deeds? It could be any service to someone in your family, neighbourhood, or broader community. Simply get others to sponsor you on this day, and see just how much good you can do!



# 11 wine and dine

Why not have a wine tasting night?

Choose an occasion—Amnesty's birthday on May 28, for example, but we think making a difference is occasion enough, too!—and hold a wine tasting party to celebrate. Ask your guests to donate the amount they would spend on a nice night out to Amnesty instead.



## Did you know?

Peter Benenson, a British lawyer, was moved to take action in after hearing about two Portuguese students who had been imprisoned for no other offence than having drunk a toast to freedom. Benenson wrote a passionate article calling for their release, sparking a worldwide movement that became Amnesty International. What better way to support Amnesty International than to bring family and friends together for a toast to freedom?

## 12 Challenge yourself for a better world

Get your friends, family, colleagues, or broader community to sponsor you to take on a challenge or two. It could be to learn a language, or a new skill, like skating or snowboarding. This is a great way to achieve personal growth as you watch your fundraising amounts grow too.

## 13 dance for justice

Local Toronto members have been swaying to the music for several years now. Each year, they bring together dancers from difference genres to benefit Amnesty. Why not hold your own Dance for Justice? Get the local media involved and lots of volunteers to sell tickets. It'll be a great night enjoyed by all!

## 14 Bowl for Rights

Hold a fun-filled evening at your local bowling alley, and invite others in your community to 'Bowl for Human Rights', raising money and awareness for Amnesty International's human rights work

# 15 all the world's a stage



Ever considered arranging with your local theatre group or dance troupe to buy 20 tickets on their lowest-selling night and then re-selling them at a profit? You can raise some cash for human rights work while supporting local talent.

# 16 creature comforts



Volunteer to groom neighbourhood dogs and cats for a donation to Amnesty International. If you like pets, it's a great way to spend an afternoon supporting a cause you love.

## video game tournament

What's the hottest new video game? Get all your gaming pals together for a tournament, and have each team pay \$50 to join in. You could raise quite a few dollars with little cost, and lots of fun!



## 18 calling all Facebook Fiends



Addicted to Facebook? Can't refuse a friend request, or any chance to share your favourite book, restaurant, or movie online? Why not add Amnesty to the list? You could even invite friends to make a donation on your birthday.

## 19 going gone



Auctions are another fun way to raise money for human rights. Whether you're holding a speaker's event, or an artistic performance or exhibition, you can add a live or silent auction to showcase pieces signed by celebrities or athletes, and unique hand-made, or collectors' items such as quilts, books, and antiques.

# 20



## Perfect your

## Poker Face

Turn your card game night into an annual fundraiser for human rights.

# 21

## pop QUIZ?

This one's a great idea for friends at home, teams of colleagues at work, or teachers and students at school.

Get sponsored to participate in a quiz night. You can even raise the stakes and make the losing team come up with double the amount raised!

## 22 **he said she said**



Have a little fun with a silly photo caption contest.

Invite colleagues or friends to put on their thinking caps, and ask them to make a donation to Amnesty if they think their caption is a winner.

Best caption wins bragging rights—and the framed photo!

## 23 **cut it out**

Ever consider giving something up for a few days or a week? It could be your cell phone, Facebook, smoking, desserts—anything you have a challenge going without. The bigger the challenge, the more likely your sponsors will give big! Why not also donate the money you would otherwise have spent on the habit to Amnesty?

## 24 **Love Karaoke?**

This one might not be for the faint of heart, but it's a fun social event for colleagues or friends. Why not get a group together and belt out a few tunes to a forgiving crowd—all for a good cause.



# 25

## change for change

Ask your friends and colleagues—maybe even your whole school!—to empty their pockets of change every night for a week.

Collectively, you'd be surprised how much you'll raise in 7 days!

# 26

## hidden talents

Turn those talents into gold.

One of Amnesty's long-time members, Joan Francis, has been knitting teddy bears, and selling them to benefit Amnesty, for years.

Whether it's a gift for baking, sewing, building, or painting, you can turn your talent into a clever idea to support human rights.

# 27

that's the



**TICKET**

Imagine if you could get your boss to donate a day's holiday to be raffled off at work, or if your teacher offered a special treat to the winner of a special raffle that would benefit Amnesty. How much do you think you'd raise?

# 28 let it snow

Don't let the weather get you down! Have a fun indoor evening with friends and family using any of your favourite games. Make it interesting and more profitable by challenging winners to match the amount raised that night.

# 29 the pen is mightier than the sword

One of the key ways to take action for human rights is to write letters that hold governments or corporations accountable for their role in protecting human rights. Why not turn your letter-writing day into a way to raise money by getting friends and family to sponsor you? Check out Write for Rights at [writeathon.ca](http://writeathon.ca) for more information.

## 30 a tasty twist on an auction

Why not create an exclusive dinner menu and auction off 10 or 12 seats to the highest bidders? You can actually set the minimum donation, get more donations than the number of people attending, and still keep the amount of cooking at a manageable level.

## 31 the Gift of Human Rights

Your birthday, anniversary or graduation is a special occasion. Why not celebrate while asking your friends and family to give a gift of freedom by donating to Amnesty International's human rights work? You can even create a theme using numbers—say, on your 30th birthday, invited 30 people to donate \$30 or more to Amnesty.

## 32 Deck the halls

This idea is great for schools, especially around holiday season, but also appropriate year-round. Encourage children or students to be creative by making origami in the shape of peace doves, or other ornaments, and sell them to benefit Amnesty. They can also make colourful greeting cards to sell.

# Get the scoop!



Ten year-old Maddy sold ice cream cones for toonies at her end-of-school party and raised more than \$70 in one day. You too can offer a similar treat for a toonie each, and help raise money. No matter how old you are, you can raise money by selling unique or fun items.

## 34 Marathons

they're not just for runners

Ever consider a marathon of a different type? You could belly dance for a set number of hours, or cut hair, do manicures and pedicures, anything you're good at—and collect sponsorships while you're doing it.

## 35 AmnesTEA:

How about on your birthday, Mother's Day, or even on a Friday to end a hard-working week? Get together with some friends at work, home or in the great outdoors and bond over a cup of tea and your passion for human rights.

## 36 be a teacher

Why not share your knowledge of something for a good cause? Whether it's a particular cuisine you've mastered, yoga, painting, or a language, you can donate proceeds from your lessons to Amnesty.

# 37 Business Matters

Local businesses can be involved in supporting human rights too! Share your *Taste for Justice* in June by approaching a local restaurant and inviting them to pick a day in June and a percentage of proceeds and hold an event on location to benefit Amnesty.

You can ask friends and family to help you fill the house, and bring Amnesty branded items to sell, or collect donations if people are willing to give even more.



## 38 theme parties

Sometimes the simplest and most tried and true ideas just work. Think of fun themes, like 1970s, for example, and throw a theme party to celebrate the music, fashion, and maybe even TV characters of that era.

## 39 Don't have an event event!

Don't feel like going through the same routine this week? Take something you do regularly, like coffee with your friends, or a night out at a bar, and donate the money you would normally spend to Amnesty International.

## 40 Creepy Crawlies

One primary school student raised money for her favourite charity by selling spiders! It's amazing what you can do when you think outside the box.



Or you could tag onto an existing event, like a game or play, and sell refreshments or hot drinks to the crowd.

## 41 Rock for Rights



This is a great one for schools! Invite the school band to do a benefit show for Amnesty International.

## 42 Food for Thought

Have a fun fair with hotdog stands, or create a food fair with “Recipes from Around the World”. You can even turn your collection of recipes into a book and raffle it off. Or, have a chili cook-off and involve teachers or workmates.

## 43 Go Formal

Throw a gala event with a keynote speaker to raise money and awareness on a specific human rights issue. A high school in Victoria held a gala like this for Amnesty and raised nearly \$2,000!



## 44 Your own golf tourney

Ever consider holding your own golf competition? If you enjoy being outdoors and have a golf course nearby, this might be a great way to spend an afternoon.

## 45 Donate a car

Got an old car that you don't know what to do with? Why don't you donate it to Amnesty! Using the Donate-a-car service, you can turn your vehicle into a generous donation to Amnesty International Canada.

Check out the website here, to see if your vehicle qualifies:

<https://donatecar.ca/org/donate.php>

## 46 all in a day's work

How about donating a day's wages to Amnesty International? You might be surprised how much good one day can do.

Instead of giving a loved one something they already have for their birthday or anniversary, make a donation to Amnesty International

**47** in their **honour.**

**48** shop! **amnesty**

Buy any of our attractive and unique Amnesty branded stock, such as our colourful “Stolen Sisters” campaign T-shirts, Taste for Justice aprons, and Yoga Day or Write for Rights T-shirts.

**49** **Write for Rights**

Every year around December 10th, hundreds of thousands of people around the world send a letter or an email on behalf of people they’ve never met. These letters help convince government officials to release people imprisoned for expressing their opinion, stop the use of torture, and end other human rights abuses around the world. Check out [Writeathon.ca](http://Writeathon.ca).



# and last but not least, 50

What ideas do **YOU** have?

The sky is the limit. As long as your activity is safe and legal, you can do anything to help raise money for human rights work.



Why wait? Contact us today at 1-800-AMNESTY (1-800-266-3789) or [members@amnesty.ca](mailto:members@amnesty.ca) to let us know what you're thinking.

Ready to start? Check out [amnesty.ca](http://amnesty.ca) now to get more information about starting your page, download the tool kit or check out what other cool fundraisers are happening in your area!



Amnesty International would like to express our heartfelt thanks to volunteer Pip Scowcroft for creating this inspiring booklet!

Thank you, Pip, for donating your special design and copy talents to help us raise funds and awareness for human rights. You rock!



Peter Benenson  
founder of Amnesty International



**“Only . . .**

when the last prisoner of conscience  
has been freed...

the last torture chamber  
has been closed...

the United Nations’

Universal Declaration of Human Rights  
is a reality for the world’s people,

**will our work be done.”**