



Write for Rights Fundraising Guide

Welcome to Write for Rights!

Every year, Amnesty International mobilizes a global movement to support individuals facing human rights abuses through the power of letter writing. This year, we invite you to take your impact one step further by adding fundraising to your event.

Fundraising not only enhances the impact of your letters but also sustains Amnesty International's vital work—ensuring that we can continue to advocate for human rights worldwide without accepting funding from governments.

Why Add Fundraising to Your Event?

Amplify Your Impact: Your letters have the power to change lives. By raising funds alongside your advocacy, you ensure that Amnesty has the resources to provide essential support, such as legal aid, advocacy, and relocation services for human rights defenders at risk.

Support Independence: Amnesty's work is funded entirely by individuals like you, ensuring that we remain free to hold governments accountable.

Create Community: Fundraising can rally your friends, family, and community around a shared cause, building awareness and deepening their connection to human rights advocacy.

Your Fundraising Plan

Your plan can be as simple or as ambitious as you like!

- **Simple**: Share a personalized fundraising page with your network via email or social media, and invite people to donate.
- **Ambitious**: Host a small event, like a trivia night, bake sale, or silent auction, to complement your Write for Rights activity.

A mix of approaches can make fundraising both fun and impactful!

Steps to Fundraising Success

1. Set a Fundraising Goal

Start with a clear, realistic goal—one that inspires you and motivates your network. For example, you might aim to raise \$500:

- \$200 through donations from friends and family.
- \$150 from a bake sale.
- \$150 from a small trivia event.

Feel free to adjust your goal as you see progress. Even small amounts can make a big difference!

2. Create a Fundraising Page

We've made fundraising simple with an easy-to-use peer-to-peer platform. Setting up your page takes just a few minutes and makes it easier for supporters to give.

What to include on your page:

- A compelling message about why you're fundraising for Write for Rights.
- A photo of yourself or your event to make it personal.
- Your fundraising goal.

Get started here: [Set Up Your Page](#).

3. Map Your Network

Your network is larger than you think! Take a few minutes to map out the people in your life:

- Inner Circle: Close friends, family, and colleagues.
- Extended Circle: Social groups, community organizations, and neighbors.
- Online Circle: Social media followers, email lists, and professional networks.

Reach out personally to people you think would be most likely to donate or share your page. Personal connections make all the difference!

4. Share Your Story

People are more likely to give when they understand why the cause matters to you. Use your fundraising page, emails, and social media to share your passion for human rights and your reasons for participating in Write for Rights.

Example message:

"This year, I'm participating in Amnesty International's Write for Rights campaign to help advocate for individuals whose rights have been violated. I'm also raising funds to ensure Amnesty can continue its vital work. Will you join me in supporting this incredible cause?"

5. Use Social Media to Spread the Word

Social media is a powerful way to reach a wider audience. Post regularly to share updates, thank donors, and remind people of your goal.

Tips for social media success:

- Include photos and personal anecdotes.
 - Tag Amnesty International and use hashtags like #Fundraise4Amnesty or #W4R24 #W4RCanada
 - Ask friends to share your posts to expand your reach.
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6. Host a Small Event (aside from letter-writing)

Events are a great way to bring people together and have some fun while raising funds. Here are a few ideas to get you started:

- **Bake Sale:** Combine your love of baking with your passion for human rights!
- **Trivia Night:** Host a quiz with an entry fee and prizes for the winning team.
- **Silent Auction:** Ask local businesses to donate items or services for a cause.
- **Themed Party:** Invite guests to dress up for a fun evening and collect donations at the door.

Keep it simple, low-cost, and enjoyable. The goal is to build excitement and support for your campaign.

7. Ask Directly and Follow Up

The most common reason people don't donate is that they weren't asked! Send personal messages to friends, family, and colleagues, and follow up to remind them.

Pro Tip: Check if your employer has a donation-matching program to double the impact of your efforts.

8. Thank Your Supporters

Show gratitude by sending thank-you messages to everyone who donates. Let them know how much their support means to you and to Amnesty. After your event, share the total funds raised, any stories or photos, and the impact it will have.

Creative Fundraising Ideas

- **Sponsor Per Letter:** Ask supporters to pledge a donation for every letter you write.
- **Craft Sale:** Sell handmade items like holiday ornaments or greeting cards.
- **Vow of Silence:** Take a day of silence to raise awareness and funds for those who've been silenced by injustice.
- **Game Night:** Host a board game or video game tournament with entry fees supporting your goal.

Get Started Today!

1. Register for Write for Rights at [amnesty.ca/write](https://www.amnesty.ca/write) (if you haven't already).
2. Set a fundraising goal and create your page.
3. Share your passion with your network and start raising funds.

Need Help?

We're here for you! Reach out to Sahra at members@amnesty.ca for ideas, encouragement, or assistance with your fundraiser.

Let's write, fundraise, and create lasting change together. Every letter and every dollar counts.

Thank you for being part of Write for Rights!

Email appeals

Sample Email 1: Personal and Heartfelt Appeal

Subject: Join Me in Supporting Human Rights

Dear [Recipient's Name],

This year, I'm participating in Amnesty International's Write for Rights campaign—a global effort to support individuals whose human rights are under threat. Through letter-writing and advocacy, we're making a real difference for people around the world.

But there's more we can do. Alongside my letter-writing efforts, I'm raising funds to support Amnesty's work in providing legal aid, relocation support, and advocacy for individuals at risk. Amnesty is entirely funded by individuals like you and me, so every dollar truly counts.

My goal is to raise [insert amount], and I'd love your support! Will you join me by donating?

You can contribute directly through my personal fundraising page: [Insert Link to Fundraising Page].

Your generosity will help ensure that Amnesty can continue its vital work. Whether you give \$10, \$50, or more, every contribution makes a difference.

Thank you so much for standing with me for human rights. Together, we can create change!

Warmly,
[Your Name]

Sample Email 2: Engaging and Goal-Oriented

Subject: Help Me Reach My Goal for Human Rights!

Hi [Recipient's Name],

I'm thrilled to be part of Amnesty International's Write for Rights campaign this year! It's a powerful way to advocate for individuals whose rights have been violated and demand justice on their behalf.

In addition to writing letters, I'm fundraising to support Amnesty's critical work. My goal is to raise [insert amount], and I'm reaching out to you because I know you care about creating a fairer, more just world.

Would you consider donating to my fundraiser? Here's the link to my page: [Insert Link to Fundraising Page].

It's quick and easy, and your donation will go directly toward supporting Amnesty's work, from legal assistance to relocation for individuals at risk. Plus, every gift is tax-deductible!

Thank you in advance for your support. Together, we can make a big impact!

All the best,
[Your Name]

Sample Email 3: Motivational and Community-Oriented

Subject: Let's Make a Difference Together

Dear [Recipient's Name],

I'm excited to share that I'm participating in Amnesty International's Write for Rights campaign this year. It's a global movement that uses the power of letter-writing to help individuals facing grave injustices.

This year, I've added a fundraising goal to my efforts. Every dollar raised helps Amnesty continue its vital work—providing advocacy, research, legal aid, and support for those in need.

My goal is to raise [insert amount], and I need your help to get there. If you can, please visit my fundraising page and make a donation: [Insert Link to Fundraising Page].

Even small contributions add up to make a big impact. Together, we can ensure Amnesty has the resources to fight for justice and protect human rights around the world.


Thank you for being part of this important cause. Let's make a difference together!


Gratefully,
[Your Name]

Social Media Posts


Social Media Post 1: Personal and Story-Driven

 **Join Me in Supporting Human Rights!** 


This year, I'm participating in Amnesty International's Write for Rights campaign, where we write letters to stand up for individuals facing human rights abuses. 

I'm also raising funds to amplify our impact! Every dollar goes toward Amnesty's work—providing legal aid, relocation support, and advocacy for those in need. 

Will you help me reach my goal of [insert amount]? Every little bit counts. Donate here: [Insert Fundraising Page Link]


Together, we can change lives. Thank you for supporting this important cause! 
#Fundraise4Amnesty #W4R24 #W4RCanada

Social Media Post 2: Goal-Oriented and Engaging

 Let's Stand Up for Human Rights!

I'm excited to be part of Amnesty International's **Write for Rights** campaign this year! Alongside writing letters for justice, I've set a fundraising goal of **[insert amount]** to support Amnesty's critical work.

Can you help me get there? Donate through my fundraising page: [Insert Fundraising Page Link]



Your support means everything. Together, we can protect individuals at risk and demand justice for those whose rights have been violated. Thank you for being part of this movement! 

#HumanRights #WriteForRights #Fundraise4Amnesty #W4R24 #W4RCanada


Social Media Post 3: Community-Focused and Inspiring

 **Be the Change You Want to See!** 

This year, I'm participating in Amnesty International's **Write for Rights** campaign to stand up for human rights. Alongside writing letters, I'm raising funds to ensure Amnesty can continue its life-changing work.

Every donation helps provide legal aid, relocation support, and advocacy for individuals at risk. Will you join me in making a difference?  

 Donate here: [Insert Fundraising Page Link]

Let's show the world what's possible when we come together for justice! 

#Fundraise4Amnesty #WriteForRights #HumanRightsMatter #W4R24 #W4RCanada