**Fundraising Ideas & Tips**

Your group may want to consider fundraising to help pay for the cost of transportation and/or registration for GOTB.

1. There are lots of great fundraising tips at the Amnesty USA web site <http://www.amnestyusa.org/activist_toolkit/runyourgroup/fundraisingevent.html>

**Here are some of Amnesty's ideas For fundraising events:**

* + If you are **selling merchandise** - make sure selling items is allowed where you set up. Some venues allow distribution of literature but not sales. Sometimes groups can avoid this difficulty by requesting donations and giving away products to donors who contribute a certain amount.
  + **Raffles.** Raffles are a fun and simple way to earn money. Ask local businesses to donate prizes and sell tickets for a certain period of time. Some of the businesses that donated might also be willing to sell tickets. Incorporate the raffle into the group’s work by having the drawing during a meeting or special event. Be sure to check local and state regulations regarding raffles before you start.
  + **“- A-Thons”.** Write-a-thons, dance-a-thons, skate-a-thons, etc. take a little extra organizing but can be extremely profitable. Try to collect pledges in advance. You can ask for a block pledge ($10 for the event) or agree to have a certain number of letters, dance a certain number of hours, etc. and ask for payment up-front. Include a speaker or show a human rights-related movie during a write-a-thon. Set up a “thermometer” poster that is updated frequently to indicate how close the group is to reaching its goals.
  + **Literature Readers.** Invite noted authors or human rights activists to read from their work, or get group members to read parts of essays, short stories, novels, poems, or testimonies of victims of human rights violations. Set up an “Amnesty Café” to sell coffee and baked goods during the readings. A good time for this type of event would be during Banned Books Week in September.
  + **Benefit Meals.** These can range in scope and price. A more elaborate benefit meal might be an international dinner, focusing on a single prisoner of conscience and featuring food, music, and speakers from his or her country. A more simple variation of this theme would be to hold a pancake breakfast or spaghetti dinner followed by a movie or speaker.
  + **Concerts.** Concerts can be fun, but need to be planned carefully because they can easily lose money. There are many ways to hold events with music, and the music you use can vary widely. Check to verify the musical tastes of your target audience before you arrange the music. Make the location fun. Consider holding the concert outdoors in a park during the summer or at popular venue, such as a bookstore, bar, or restaurant.
  + **Performances.** Consider putting on performances either using group members or members of a local drama club or theatre as performers. Charge admission for the show and then sell refreshments and AI merchandise. Also, be sure to have a table with information on AI and your group at the show.

1. If you need to raise money for a substantially sized group, you may write for a special initiatives fund (SIF) grant from Amnesty (up to $4000). If this interests you, email [gotb@amnesty133.org](MAILTO:gotb@amnesty133.org) for more information.