

# FIA Conference 2023

## **Together, unlimited.**



FIA

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# Relentless collaboration.

INDIVIDUAL  
GIVING

Amnesty International  
Australia

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**TRACK**  
§  **Synergy**  
Fundraising

 **FIA** CONFERENCE



We acknowledge the traditional owners of the land on which we are meeting together. Today that is the land of the Boon Wurrung and Wurundjeri people in Woi Wurrung Country. Sovereignty was never ceded. This land was, and always will be Indigenous land and I would like to pay my respects to Elders past and present.



# HARNESSING CREATIVITY AND COLLABORATION TO ACHIEVE MAXIMUM FUNDRAISING IMPACT FOR AMNESTY'S “RELENTLESS” TAX APPEAL

**TOM, HANNAH & CLAYTON**

2023 RELENTLESS





# HARNESSING CREATIVITY AND COLLABORATION TO ACHIEVE MAXIMUM FUNDRAISING IMPACT FOR AMNESTY'S “RELENTLESS” TAX APPEAL

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# RESULTS

DID WE EXPECT TO DO WELL?

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RESULTS

LOL, NO.

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# HOW DID WE GO?

RESULTS

## Income



## Digital



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# OTHER COOL THINGS.

- Record breaking income from a single eDM: \$54,600
- Anecdotal supporter feedback: Positive, messages of support from people with lived experience.
- FIA finalist 2023!

RESULTS

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# BRIEFING

WRITING THAT PROVOKES GREAT IDEAS

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# GLOBAL CRISIS

- Ukraine, Afghanistan, Myanmar
- Global refugee crisis

# LOCALLY

- Australian Federal Election
- Refugees in the media



**PEOPLE DISPLACED AROUND THE WORLD:**  
**80 MILLION**

**AUSTRALIA'S HUMANITARIAN INTAKE:**  
**13,750**

People with lived  
experience

Fundraisers

Refugee Advisory  
Group

International  
colleagues

Campaigners

.....



BRIEFING

# HOW DID AMNESTY TRANSLATE THIS AUTHENTICITY INTO THE AGENCY BRIEF?

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- Links, quotes, articles, research, reports
- Frontline images
- Case studies
- Interviews: campaigner + a person with lived experience
- Verbal brief



# CREATIVE

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# What do you want?

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The topic:

# Protection of refugees.






- Refugee rights in Australia
- Ukraine War and a new era of displacement
- Moz and the court case
- Role of the donor



**“They said relentless!”**

# The Slack Conversation.



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- **Jasmine Coronado**  2:41 PM
- 
- **Clayton**  2:41 PM



IN A TIME OF RELENTLESS PRESSURE ON REFUGEES  
BE RELENTLESS IN YOUR SUPPORT
- **Jasmine Coronado**  2:41 PM



100



Love this territoty
- **Clayton**  2:41 PM

Mental health reasons



is a good territory... stop crushing humanity
- **Jasmine Coronado**  2:42 PM



i mean... no matter the person. the story, the abuse of their human rights has been and continues to be relentless..
- **Clayton**  2:42 PM

Sco Money, Mo problems.
- **Jasmine Coronado**  2:42 PM

you have to fight it, with an equal amount if not more... amount of relentless people power (AIA mobilisation)
- **Clayton**  2:42 PM

yes.

If you're not an expert, they'll treat you like an idiot. Learn about Australia's complex Refugee laws, and how to change them.
- **Clayton**  2:51 PM

This is a little nuts.
- **Jasmine Coronado**  2:52 PM

I think i will need to find a common theme between all the stories to create an overarching prop

i don't think each wave should have it's own proposition or pboel. solution table



# Then what happens?

# A tool for developing propositions

<b>Problem</b>	A clear outline of the problem / need that exists. This should reflect the truthful experiences of those affected, and your charity's expert view on why this is wrong. It should be specific and concrete. This could be driven your charity's experience from frontline/field work and service delivery.
<b>Solution</b>	A description of how your charity's work meets that problem and takes it away. This description should identify and outline how money is used to achieve that (what money will be used for).
<b>Audience tension</b>	An insight into why your audience should care about the problem, and hence why they should engage with the appeal and feel motivated to give. This section can feature an observation about how the audience's own beliefs, attitudes and actions conflict with the problem/solution outlined.

*The proposition: What is the single most important thing we want to say to donors? What will alleviate the donors' tension?*

# The proposition:

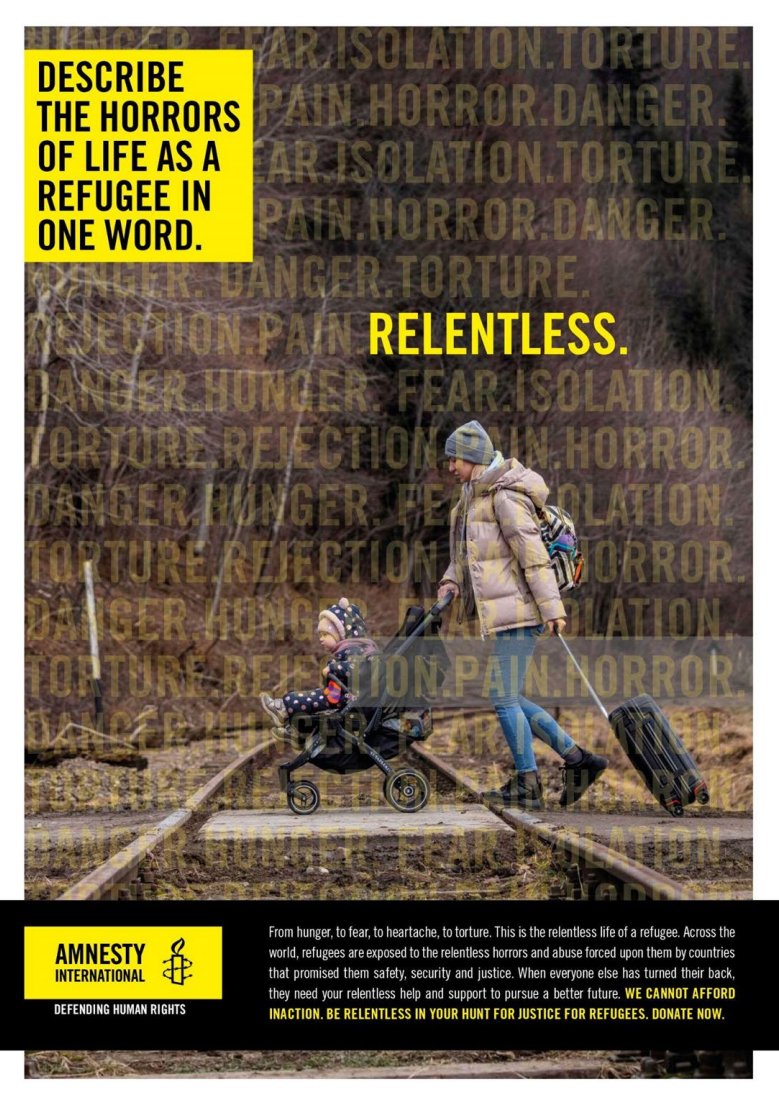
The relentless rejection, fear and torture refugees and asylum seekers face can end with you. But only when you are relentless in your belief in doing what is right.

The idea:

# Be relentless for refugees.

- Refugee rights in Australia
- Ukraine War and a new era of displacement
- Moz and the court case
- Role of the donor

Concept 1



Concept 2



# Why 'Relentless' works





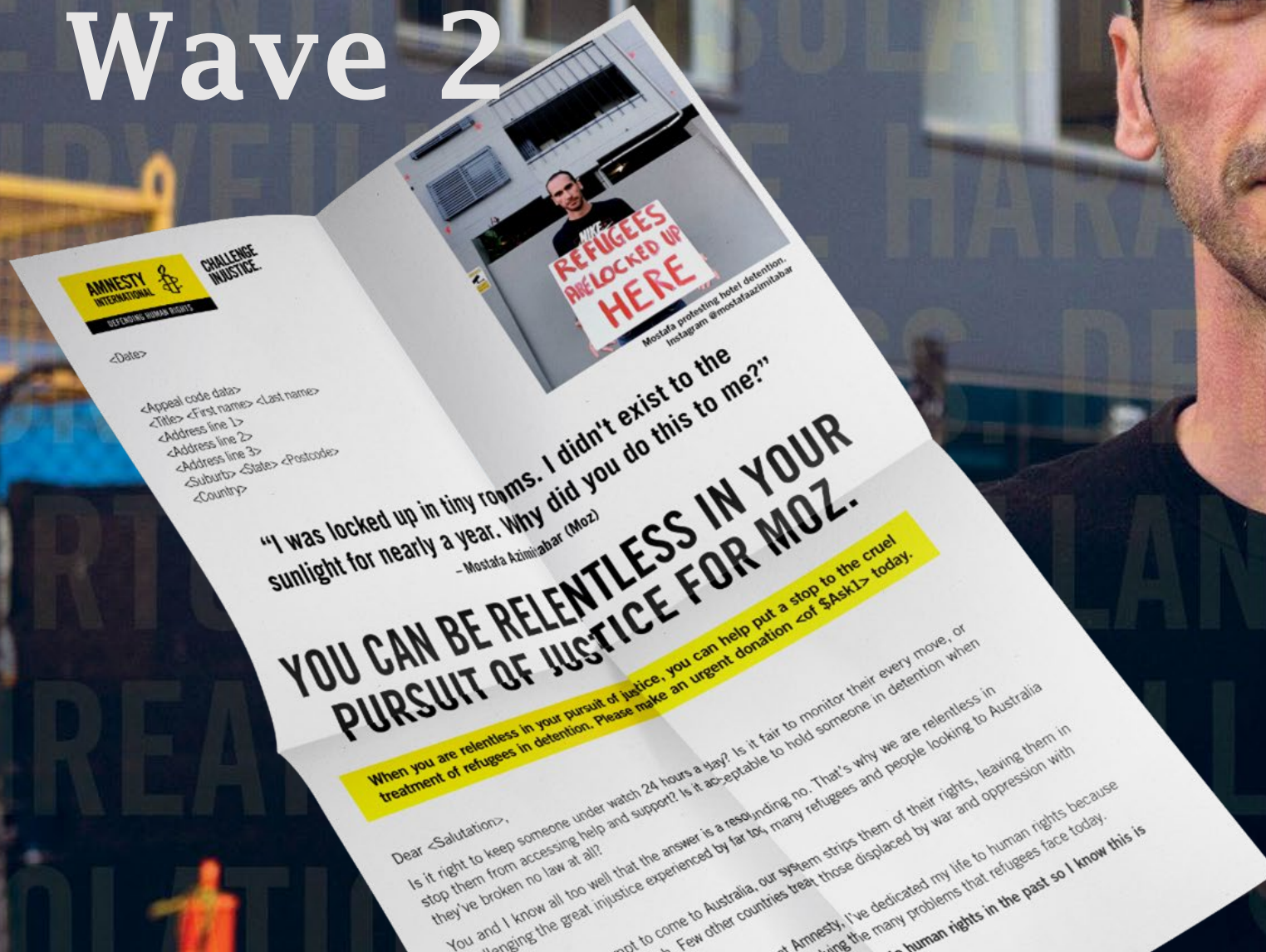


# A little MV addition





# (a little bit of) Wave 2





(a little bit of)

# Wave 3



# What made it work?

- Voices from within the organisation were centered
- Voices of beneficiaries were presented authentically
- Emotions were matched with the potential for action
- Key language connected all subjects of the campaign, including the donor

**No post-person was  
harmed in the  
making of this  
campaign...**



**and now... Tom**

CREATIVE RESPONSE

# CREATIVE RESPONSE

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MAKING SURE GREAT IDEAS STAY GREAT.

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# COLLABORATION GOALS.

- If you can, provide initial impressions.
- Working to provide constructive feedback because it is critical to creative confidence.
- Having the right people in the room.

# EFFECTIVE INTEGRATION.

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## Authenticity

Content that feels real, straight from the ground.



## Simplicity

Communication that is clear and fast to understand.



## Communication

Creating a brand that talks back.

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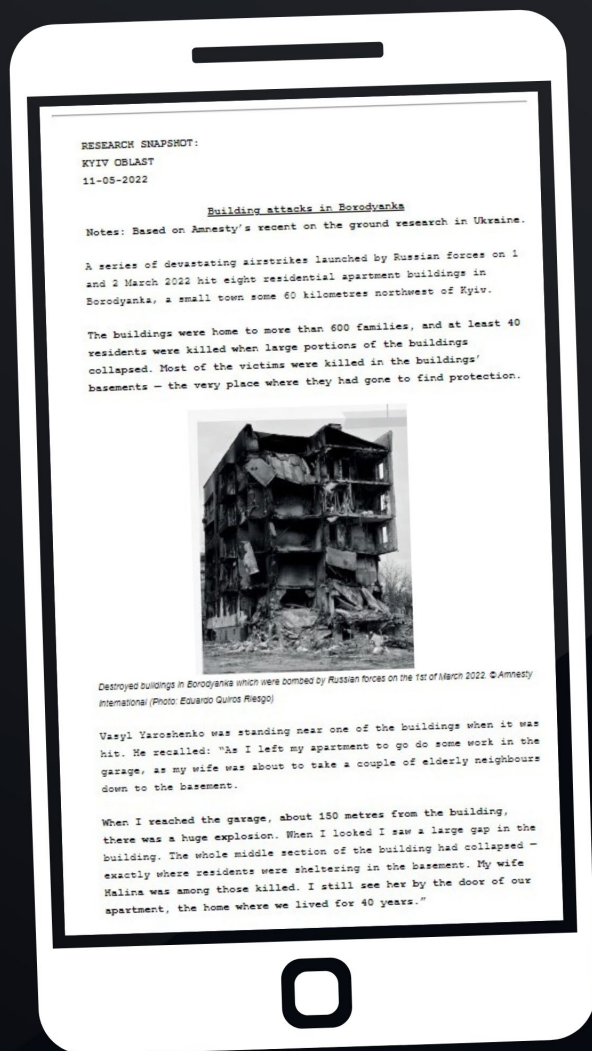
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# AUTHENTICITY.

INTEGRATION



**Best performing eDM**  
(body copy snippet) –  
Formatted like an  
Amnesty research report.

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# SIMPLICITY.

INTEGRATION

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 **TODAY, YOU CAN HAVE YOUR IMPACT DOUBLED**

Have your donation matched, dollar for dollar, by two generous donors. Please donate now to help Amnesty expose Russia's human rights violations and war crimes.

Testimonies gathered by Amnesty show that unarmed civilians in Ukraine are being killed in acts of unspeakable cruelty and shocking brutality. These deaths must be thoroughly investigated and those responsible must be prosecuted, including up the chain of command.

**HAVE YOUR DONATION DOUBLED! HAVE YOUR DONATION DOUBLED!**

**REFUGEES FACE RELENTLESS CHALLENGES**

**DONATE NOW**  
and your donation will be doubled

[amnesty.org.au](https://amnesty.org.au)  
Your tax-time donation matched today

[Learn more](#)

 Like  Comment  Share

 Amnesty International Australia  
Sponsored · 

 **TODAY, YOU CAN HAVE YOUR IMPACT DOUBLED**

Have your donation matched, dollar for dollar, by two generous donors. Please donate now to help us challenge the Australian Government to end the use of Alternative Places of Detention, and seek justice for those who have suffered inside them.

Mostafa "Moz" Azimitabar was imprisoned in a Melbourne hotel for 15 months. He entered Australia under the Medevac Bill and was held in an Alternate Place of Detention (APOD). He spent 23 hours a day in his room, never receiving the medical help he was brought here to receive. The abuses he suffered were relentless.

**HAVE YOUR DONATION DOUBLED! HAVE YOUR DONATION DOUBLED!**

**"Instead of treatment, we are receiving punishment"**  
- Moz

**DONATE NOW**  
and your donation will be doubled

[amnesty.org.au](https://amnesty.org.au)  
Your tax-time donation matched today

[Learn more](#)

 Like  Comment  Share

 Amnesty International Australia  
Sponsored · 

 **TODAY, YOU CAN HAVE YOUR IMPACT DOUBLED**

Have your donation matched, dollar for dollar, by two generous donors. Please donate now to help us ensure that more refugees from Ukraine are allowed to seek safety in Australia and are provided a pathway to permanent protection.

After pressure from organisations like Amnesty, the Australian Government has promised 5,000 temporary humanitarian visas for Ukrainian refugees. But with millions more seeking safety, this is simply a drop in the ocean. The time to act for Ukraine is here. The time to be relentless in our support for refugees is now.

**HAVE YOUR DONATION DOUBLED! HAVE YOUR DONATION DOUBLED!**

**REFUGEES FACE RELENTLESS CHALLENGES**

**DONATE NOW**  
and your donation will be doubled

[amnesty.org.au](https://amnesty.org.au)  
Your tax-time donation matched today

[Learn more](#)

 Like  Comment  Share

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# COMMUNICATION.

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This was our first comment moderated campaign. And we will never go back.

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# 3X KEY TAKEAWAYS

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FROM HANNAH, CLAYTON & TOM

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**THANK YOU! ANY QUESTIONS?**

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# Thank you

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