## FIA Conference 2023 Together, unlimited.



# Relentless collaboration.

INDIVIDUAL GIVING

Amnesty International Australia

Together, unlimited.







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





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## RESULTS

DID WE EXPECT TO DO WELL?





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Income

Goal: $675,000

Actual: $640,353

Digital

Goal: $171,000

Actual: $297,513
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## OTHER COOL THINGS.

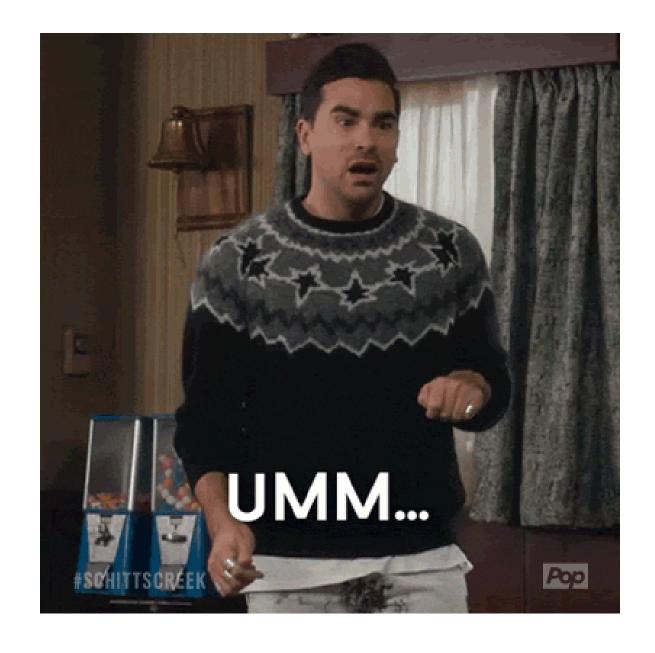
- Record breaking income from a single eDM: \$54,600
- Anecdotal supporter feedback: Positive, messages of support from people with lived experience.
- FIA finalist 2023!



## BRIEFING

WRITING THAT PROVOKES GREAT IDEAS







## BRIEFING

#### 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



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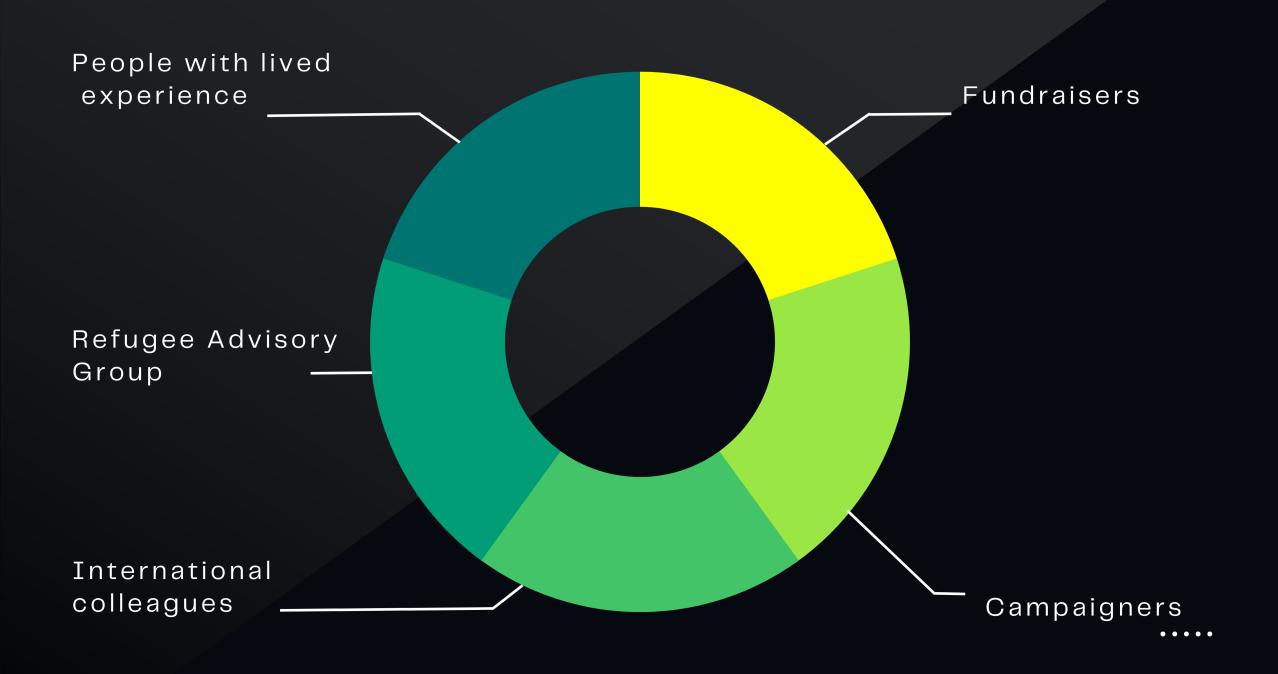
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## HOW DID AMNESTY TRANSLATE THIS AUTHENTICITY INTO THE AGENCY BRIEF?



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



# CREATIVE



## What do you want?



#### 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

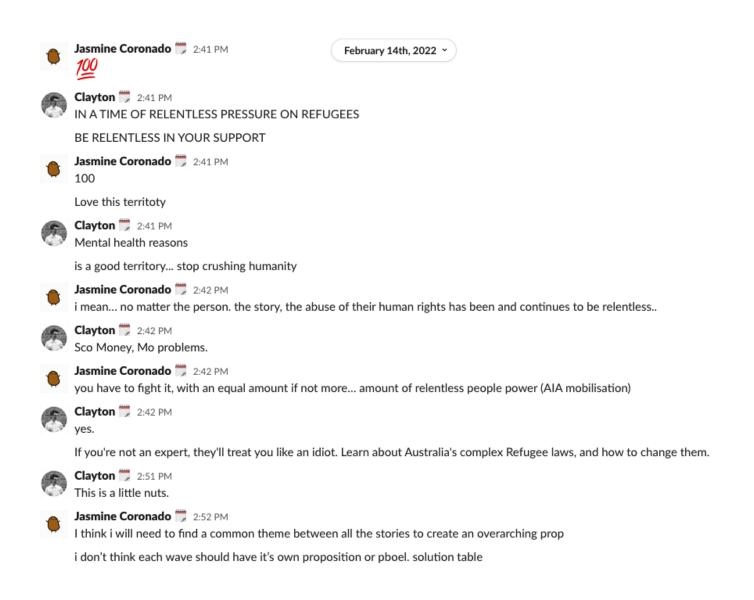


## "They said relentless!"



### The Slack Conversation.







## Then what happens?



#### A tool for developing propositions

Problem	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.
Solution	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).
Audience tension	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.



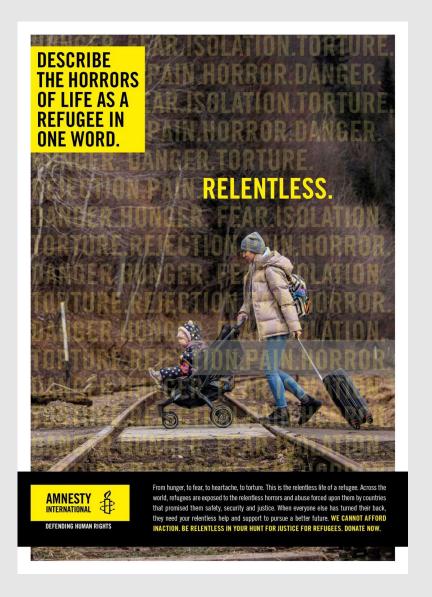
#### The idea:

# Be relentless for refugees.

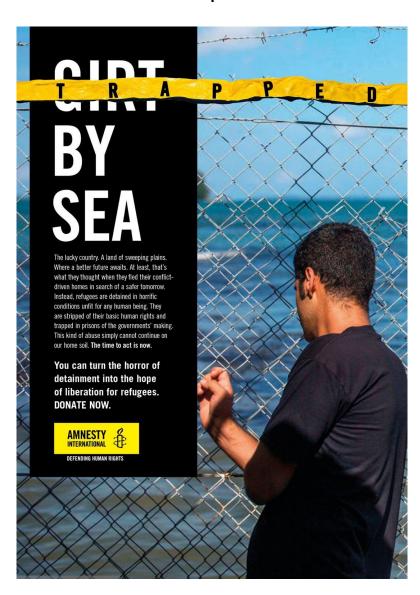
- Refugee rights in Australia
- Ukraine War and a new era of displacement
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#### Concept 1



#### Concept 2



## Why 'Relentless' works





#### **RELENTLESS HEARTACHE**

THE EMOTIONAL TOLL DISPLACEMENT TAKES ON A PERSON CANNOT BE UNDERSTATED.

The heartache of losing your home, your friends, even your family in the search for safety has lifelong consequences for refugees. Left without the psychosocial support to process their experiences, the ongoing trauma of displacement threatens their safe recovery.

In Afghanistan, women and girls are facing a new trauma as two decades of progress have been stripped back in a matter of months. The Taliban's relentless oppression forces families to make an impossible choice - leave everything they know in the hope of a better life, or stay, and risk their lives.

women's rights in Afghanistan is a chilling reminder of just how hard-won human



rights are across the globe. For women in Afghanistan, limitations on freedom of movement, and freedom of employment have made their opportunities to find safety even

That's why in March of this year, over 80,000 Annesty supporters signed a petition demanding the international defence of women's rights in Afghanistan. With their help we delivered this petition to governments across the globe.

Right now, the generous donations of Ammesty supporters are helping to expose the unlawful defention of women's rights activists and human rights defenders - and helping secure The speed at which the Taliban has decimated their humans treatment and release from refertless oppression.



lethal violence, forced disappearances and air strikes on civilians continue across the country. With humanitarian aid and access blocked, food insecurity has led to millions facing extreme hunger as COVID-19 ravages

Hundreds of thousands of families, children and groups at risk of persecution have been left internally displaced, with thousands fleeing to nearby Thailand. For far too many, their journey to safety doesn't end when they to increase our advocacy calling for a more cross the border.

In Myanmar, one year after the military coup, Myanmar military have continued to shoot, and kill refugees after their entry to Thailand. In makeshift refugee camps along the river, refugees are in plain sight of military forces, making it impossible to establish safe and sanitary camps for those who have fled.

> As recently as March, the Australian government called for an end to the violence in Myanmar, but is yet to provide extra support to those making the terrifying journey to Thailand. Your support makes it possible robust humanitarian response in the region.

Using photos, videos and satellite images shared online and cirectly with Amnesty, we have already identified over ten violations of



arrive from further discrimination and violence. including sexual abuse and human trafficking.

In this rapidly changing environment, every donation helps to provide the financial security we need. When human rights defenders, activists and civilians are placed at risk, your support can ensure their safety.





KYIV, UKRAINE - MARCH 02: Civilians waths at the Dorohoehychi Matro Station to take ss. Russian attacks continue in Kyle. Photo by Aytas Unul'Anadalu Ages

#### RELENTLESS FEAR. RELENTLESS HORROR. RELENTLESS PAIN ELENTLESS REJECTION. THIS IS THE EVERYDAY LIFE OF A R

<Date>

<Appeal code data> <Title> <First name> <Last name>

«Suburb» «State» «Postcode»

While Russia's war against Ukraine only worsens.

Our Crisis Evidence Lab is analysing huge

and verify war crimes committed in Ukraine.

volumes of digital evidence to investigate

Your support is helping protect those who

coverage of the war.

Amnesty supporters are ensuring that expert-led teams are able to provide immediate and strategic assistance.

<Address Ine 1> «Address Ine 2» <Address Ine 3>

«Country»

you are relentless in your support for refugees, we can provide them with justice, tance, so that they can finally feel at home again. Please make an urgent donation

> relation to the current situation a in the lives of refugees. The g them at their destination.

next. Where life is made up of be a part of the community in

relentless.

hat every day, I need to be rele to not only ensure that Australia can take as m are safe, supporting and contribute to their

want to help refugees who have experienced show your support for refugees by making a

ion centres and met the refugees who were acrdinary and relentless circumstances. As aled my desire to help create a safer path for ition may seem unattainable, however, we've nd we can do it again, right here, right now.

my time at Amnesty. Mostafa Azimitabar of fear for his life. Yet upon his arrival in nd deprived of his fundamental human rights

r 15 more months. His only physical link en just a few centimetres. Moz experienced

#### YOU CAN BE RELENTLESS TOO.





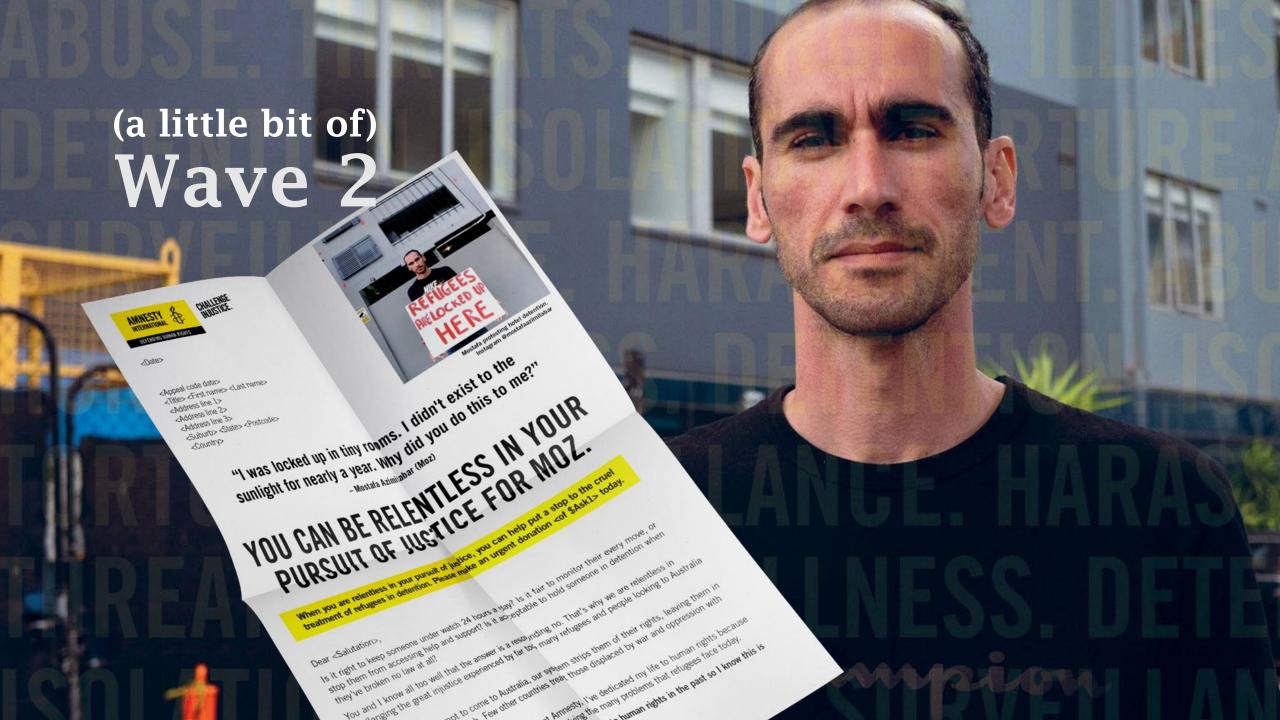
POSTAGE ALETTIALIA

#### THE CHALLENGES FOR REFUGEES ARE RELENTLESS.



A little MV addition





(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

2023 RELENTLES

S

MAKING SURE GREAT IDEAS STAY GREAT.



# 2023 RELENTLESS

## 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.



#### 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.



# INTEGRATION

#### AUTHENTICITY.

RESEARCH SNAPSHOT: KYIV OBLAST 11-05-2022

#### Building attacks in Borodyanka

Notes: Based on Amnesty's recent on the ground research in Ukraine.

A series of devistating sirstrikes launched by Russian forces on 1 and 2 March 2022 hit eight residential apartment buildings in Borodyanka, a small town some 60 kilometres northwest of Kyiv.

The buildings were home to more than 600 families, and at least 40 vesidents were killed when lavge portions of the buildings collapsed. Most of the victims were killed in the buildings' basements - the very place where they had gone to find protection.



Destroyed buildings in Borodyanka which were combed by Russian forces on the 1st of March 2022. © Amnesty International (Proto: Eduardo Quiros Riesgo)

Varyl Yaroshenko was standing near one of the buildings when it was hit. He recalled: "As I left my apartment to go do some work in the garage, as my wife was about to take a couple of elderly neighbours down to the basement.

When I reached the garage, about 150 metres from the building, there was a huge explosion. When I looked I saw a large gap in the building. The whole middle section of the building had collapsed—exactly where residents were sheltering in the basement. My wife Halina was among those killed. I still see her by the door of our apartment, the home where we lived for 40 years."

#### **Best performing eDM**

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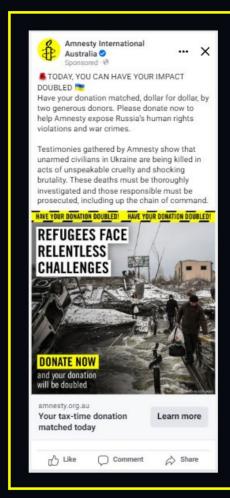
Formatted like an

Amnesty research report.





#### SIMPLICITY.



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#### COMMUNICATION.

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

# 3XKEY TAKEAWAYS

FROM HANNAH, CLAYTON & TOM



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#### **THANK YOU! ANY QUESTIONS?**



## Thank you

FIA Conference 2023 Together, unlimited.



