

CAMPAIGN GUIDE

YOUR
WORDS
SAVES
LIVES



WRITE A LETTER

SAVE A LIFE

DEAR ACTIVIST

Thank you for participating in Amnesty's Write for Rights campaign.



You are helping to make a difference for the many people around the world who are being harassed because they are fighting for human rights. Whether you do this with a group of friends, family, or by hosting a writing café, the words you write will change lives. So, thank you so much for your efforts.

CAMPAIGN CONTENT

- This year's Write for Rights kit
- This year's cases
- What is Write for Rights
- How does Write for Rights work
- How to Write for Rights
- Guide: The good writing café
- Guide: Social Media



Enjoy!

THIS YEARS MATERIALS

The purpose of this year's Write for Rights, is, as always, to write a lot of letters. This is most effective when hosting writing cafés or other types of local events.

In this year's package you'll find everything you will need to host a local writing café, and at the same time strengthen the work you do in the local group.

- A campaign guide (the one you are reading right now)
- Folders describing the cases and a guide to letter writing
- The latest updates about the cases.
- Postcards
- An envelope for the letters
- Garland
- Stickers
- Postbox
- Posters for your Write for Rights event



All the documents will be sent to you by mail as well. Here you will also find an example of an appeal letter, which you can print to put on the tables and a guide for your local press.

All the relevant documents can also be found here: <https://amnesty.dk/va-er-med/aktivisme/aktivisme-skriv-for-liv/>



WHAT IS

WRITE FOR RIGHTS

Every day across the world people are subjected to grave violations. Write for Rights is a global campaign that use the pencil as the weapon to fight torture, death penalty and discrimination. The letters are sent from across the world – and they give hope even in lost cases. Every year Amnesty International selects cases, that resonates all over the world.

In 2021 4.5 million texts, letters, signatures, tweets, etc. were sent to the people in need, the people who were subjected to grave violations or the responsible stakeholders. The 4.6 million actions made a huge difference.

Read more about the cases from 2021 in the folder.

HOW DOES

WRITE FOR RIGHTS

WORK

- 1) People in more than 170 countries take part in various Write for Rights events.
- 2) You write millions of letters, e-mails and signatures.
- 3) You support people, who had their human rights violated
- 4) You put pressure on authorities, leaders and decision-makers
- 5) You push for change –and your actions are helping to get people released and ensure justice for those whose rights have been violated.

Your letters, words and actions will put pressure on the authorities to take immediate action and hold those who abuse people's rights accountable.

And thus, the people who are unjustly imprisoned or subjected to daily discrimination will be one step closer to freedom.



"It was truly heart-warming, I've also been receiving tons of love and support on my Instagram account. Students sending me letters and videos from their classrooms, telling me that they know me, they know my story, they share it and send solidarity which is beyond anything I could describe. [...]"

I'm thankful to each and every person who took the time to write to me and message me, my heart is full"

– Janna, from Write for Rights 2021

HOW TO WRITE FOR RIGHTS



1. READ ABOUT THE CASES

This year you can write for six cases.

They are from six different countries, and you can read about the cases in the folders from your campaign package.

You can also read about them here: <https://amnesty.dk/vaer-med/skriv-for-liv/>

2. WRITE YOUR LETTERS

You can write two types of letters. The first one is a letter of solidarity directly aimed for the person (or group), we fight for to give them hope and faith, so that they remember they are not fighting alone in the battle for justice.

The second letter is for the authorities or decisions-makers – it can be the king, president or the warden. When you write a letter of appeal, you put pressure on them, and push them to respect human rights. In the folder you can see, who you should address the letters to.

3. USE THE EXAMPLES OF LETTERS, IF YOU NEED TO

You will find the six examples in your inbox or online. They can be used for inspirations to write your own letters. You can also choose to print them and put your own signature at the end (very nice!) or even rewrite them and add your own words (even better!)

You can write as many letters as you want.

4. SEND YOUR LETTERS TO US!

When you are done with writing all your letters, you must send them to us. We gather the letters from all over Denmark and send them to each person or decision-maker.

It is important that you write the sender on the letters.

Remember to put the letter in an envelope and send them to:



**NB: Send your letters
at the end of 2022**

Amnesty international Danmark
Gammel Torv 8, 5. Sal,
1457 København K.
ATT: Skriv for Liv

GUIDE: THE GOOD WRITING CAFÉ

In this guide you will find advice and inputs to how to host a good writing café. You know your local neighborhood the best, so use the inputs and advice that makes sense for you.



As always, we recommend for activists to host a Write for Rights event or café. We have experienced that these types will draw most attention to the topic and make local Amnestys groups more visible.

Moreover, these writing cafés are an opportunity to mobilize people who are already interested in your group. The café will create the frames for a conversation about your local group and you will be able to go into details and tell the participants about your work.

THE GOOD LOCATION

First you must think of a good venue or location for your event, suitable for Write for Rights. Where can you find a lot of people. Is it cosy? Could you combine Write for Rights with another event? (e.g. a sermon in church, a seminar in the local library etc.).

Examples on locations or venues:

- School cafeteria
- The classroom, if you are a student (talk to your teacher about details)
- Cafés
- Libraries
- Churches or venues connected to the church
- A stand on the street near shops or in the mall
- Community center or local venue
- A school gym
- A volunteer center or city hall
- Cinemas with belonging cafés

THE GOOD COLAB

It can be good to do a collaboration, when doing Write for Rights. When you have a partner, it helps to distribute the workload and find a good location that the partner has access to. A collaboration can attract more people, and it is an opportunity to combine the writing café with a different event. It can be concert, church service, a lecture etc.

Are there anyone in your local neighborhood who could be a good co-host for a writing café? The local priest, a teacher, a volunteer group, a café owner, who could be interested in hosting, and together make a difference? Use your fantasy.

You could also host the writing café in addition to another local event. That way you can reach people, who doesn't usually attend those kinds of events. Remember to talk the other host, so that it will be a cohesive thing. Also remember not to drag the writing café for too long – people won't stay for hours.



THE GOOD INVITATION

This year we recommend our activist to invite people from outside to their local writing café. If you want to do that, you must make sure that the event is visible to them. Therefore, think about who you want to invite. Is it friends or family – or both? Ask them to show up because it is important to you!

You can:

- Print flyers and put them on tables or hang them in your local café, community center, library, high school or church.
- Make a Facebook event
- Post on Instagram where you link to the Facebook event etc. Remember the details on what, when and where to show up.
- Put an advert in the local paper
- Tell everyone in your personal network.

STRENGTHEN YOUR LOCAL GROUP

The people who will join your writing café, are already interested in human rights. That's why it is a good idea to engage them even more by telling them about your local Amnesty group and the work you do, also ask them to attend your next meeting.

As an activist, you are the best to motivate and engage people even more. The event is a great opportunity to talk to new people and potential members about both Write for Rights and Amnesty in general.

BOOK A SPEAKER

Here in Amnesty, we know some cool speakers, who are more than ready to come to you and talk about Write for Life or another topic – for example the new consent policy.

Book a speaker to do a presentation for your writing event here:

<https://amnesty.dk/undervisning/book-oplaeg/oplaeg>

USE THE LOCAL PRESS

When you host a writing café, it is a perfect occasion to contact the local press and spread the word and also reach a new target audience. The local press covers local events, takes pictures of actions and events and publish local news articles.

Find the guide in your inbox

GUIDE: SOCIAL MEDIA

Social media makes it easy to connect with people, document actions and inspire. Use this little guide to get inspiration to use Facebook and Instagram for your event.



Is a good tool to share information, make events, invite people to that event and draw attention to it.

The good Facebook event

To make a Facebook event, it is essential to have picture for the cover (the top banner), so that people can see what it is about. It is also important to have a good catchy title, that is easy to understand, and also captures the essence of the event. You can maybe use "Write for Rights – café/ event in [city/town]" as the title.

It is important to invite everyone in your network to the Facebook event. You can post on your wall and in local groups to attract even more people.

Take pictures of your activities and share them in the Facebook group "Amnesty-Aktivisten" so that we can see what you are up to and inspire each other.



Is a creative platform, that works well for spreading a message – especially through pictures. With Instagram it is easy to share your content using hastags #. Use the hashtag **#write4rights** or **#W4R22**

The good post and story

Instagram is a media, where there is space to be creative and the let the visual content play the main role. It is a perfect occasion to post pictures of your hand-written letters. And in the stories, you can post about the process of planning these kinds of events. People like to see behind the scenes stories.

When you post a picture, you must write a short text also. Here, it is a good idea to tell a bit about what Write for Rights is, to motivate your network to participate in the campaign. Always tag **@AmnestyDenmark** and **@AmnestyYouthDenmark**, so we can share your content too.

THANK YOU. YOU MAKE A DIFFERENCE.



We are looking forward to following your Write for Rights efforts.

DEADLINE

Send all of your letters to us by the end of the year. Then we will make sure to send them to the right receiver in the different countries.

Remember to write the sender on the letter, put them in an envelope and send them to:

Amnesty international Danmark
Gammel Torv 8, 5. Sal,
1457 København K.
ATT: Skriv for Liv



QUESTIONS?

Do you have any questions? Send us an email at

Aktivisme@amnesty.dk or Youth@amnesty.dk

Your words changes **lives**.
Thank you for your actions!