



YOUR 8-STEP GUIDE TO A SUCCESSFUL FREEDOM CHALLENGE

Step 1: CONFIRM YOUR ENTRY

Entry form in this pack. Register today!

Step 2: FIND OUT MORE ABOUT THE ISSUES

Read this pack, ACTIVE, talk to others, contact us for more info, research

Step 3: PLAN YOUR EVENT

Identify your freedom challenge team and who is doing what jobs.

- Brainstorm your event ideas, use our 'Ideas' sheet and the Freedom Challenge website to get you started.
- Pick your favorite ideas and select a day/s to complete the Challenge. Make sure it doesn't clash with any other school events.
- Consult with relevant authorities and get sign off on for your chosen event/s.
- Fill out and return the Event/Resources sheet in this pack.
- Book a mufti day NOW during your Freedom Challenge week. Ask students to wear yellow, (the global Amnesty colour), or dress as a lifesaver, doctor, nurse, superhero etc

Step 4: ORGANISE YOUR TEAM

- Organise who's doing what on the day and if your group is big enough build teams of people to undertake different jobs
- Plan what equipment your team will need for your event – pens, clipboards for petitions and a camera to take photos of your activity.
- Ensure you have at least three people to man your action stalls - one person to stand near the stall and pull people in, one person to discuss the issues and one to collect signatures for the actions.
- Get as many others involved in the day as possible (arts, music students, debaters etc)

Step 5: PUBLICISE YOUR EVENT

- Book an assembly before Freedom Week to address the school about Freedom Challenge. If you have a Uni group in your area you may like to ask them to come along and speak.
- Put up posters.
- Advertise in your student notices or magazine.
- Get in touch with other Freedom Challenge teams in your area – can you collaborate?
- Have lots of signage (including chalking) to attract attention to all the events.

Step 6: CONTACT THE MEDIA

- Call your local paper, radio station or even TV station and invite them to your event. If you need help doing this please call us on 0800 AMNESTY. Sell your event to them!
- If they can't come, send them a write up of what happened and a couple of your best photos.
- Let us know about any media coverage by e-mailing: sarah.preston@amnesty.org.nz
- Let us know what you are doing so we can help you in getting media involved or helping with your event.
- BUT REMEMBER—do not contact national media. We will do that from this office. It's why we need you to tell us about your event so we can get national coverage for your nationally relevant events.





Step 7: HOLD YOUR EVENT

Have fun and enjoy your big day!

Step 8: COMPLETE THE CHALLENGE!

E-mail sarah.preston@amnesty.org.nz with a story and your best photos.

Fill out and return the Challenge Completion form. Enclose a cheque for the money you have raised or provide us with receipt details of money you have banked directly.

Post the letters and petitions you have collected.

Just some of the **Freedom Challenge** actions from schools and universities in 2010

