

INSTANT KARMA THE AMNESTY INTERNATIONAL CAMPAIGN TO SAVE DARFUR



www.instantkarma.org

Darfur Campaign Action Guide

Put Darfur at the top of the President's agenda!

**Mobilize for United Nations Day (October 24)
and into late November.**



Darfuri refugees in Mile refugee camp, Eastern Chad.
© Amnesty International.

**Questions? Contact your Regional Office at:
1-866-A-REGION
Ask for your Field Organizer or
the Office's liaison to the Darfur Campaign.**

www.instantkarma.org
amnestyusa.org/darfur

Amnesty International's Campaign to Save Darfur - Background

Killings, torture and rape of hundreds of thousands of civilians, and the destruction of hundreds of villages have continued in Darfur, Sudan since 2003. Four years later Darfur remains one of the world's worst human rights and humanitarian catastrophes, though progress toward a resolution to the conflict has been made, in part due to public activism around the world. Violence, human rights violations, disease and malnutrition still afflict the people of Darfur and conflict-affected civilians in eastern Chad and northern Central African Republic (CAR) every day. Hundreds of thousands of lives have been lost in the Darfur conflict, countless numbers of women and girls have been abducted, raped and otherwise abused, and more than 2.5 million Darfuri civilians have been uprooted from their homes, while many more depend on international aid to survive.

Since 2003, Amnesty International (AI) has campaigned to end the violence and protect millions of people caught in this devastating conflict:

- In 2003 and 2004, AI supplied some of the earliest documentation – eyewitness testimony from the ground – that warned of the impending catastrophe in Darfur. We have continued to send missions to the conflict region to report on conditions, and we have pressed the governments of Sudan, Chad and the Central African Republic to stop the bloodshed and protect human rights on their soil.
- AI activists and staff have generated public awareness of the crisis and led citizen mobilizations in communities around the world targeting key governments, including China, the UN, the African Union, and other institutions to demand immediate and effective action to halt the suffering throughout the Darfur region. Further, online action by hundreds of thousands of activists has helped educate, motivate and press key government officials to take action.
- Amnesty's Eyes On Darfur project uses state-of-the-art satellite imagery and geospatial technology to monitor villages at risk of destruction and put the government of Sudan on notice that the world is watching.
- Amnesty International recently launched a major music and activism project, Instant Karma: the Amnesty International Campaign to Save Darfur. This international project seeks to mobilize millions to act urgently to end the human rights catastrophe in Darfur. It combines the power of John Lennon's music recorded by some of the world's best-known artists together with cutting-edge forms of instant activism enabled by internet and mobile technologies. The project includes the release of an album produced with Warner Bros. entitled "Instant Karma: The Campaign to Save Darfur" featuring Lennon songs recorded by U2, Green Day, R.E.M., Christina Aguilera, Jaguares, Lenny Kravitz, and other major artists. The Global Petition for Darfur was launched with the Instant Karma project.
- AIUSA is proud to partner with the student-led 400,000 Faces for Darfur campaign in its Global Petition campaign.

Find more information about the conflict in Darfur and AI's campaign at: www.instantkarma.org, www.amnestyusa.org/darfur, and www.eyesondarfur.org

Join the campaigning to put Darfur at the top of the President's agenda!

Sign the Global Petition for Darfur, join the White House Call-In Days, and mobilize in your community!

To keep the President's attention squarely focused on resolving the Darfur crisis during this critical period before UN peacekeepers arrive, we will carry out our petition campaigning in two phases: (1) delivering thousands of petition signatures to the White House on October 24, United Nations Day, and (2) mobilizing in communities around the U.S., and delivering tens of thousands more signatures on December 10, International Human Rights Day.

Why a Global Petition to President George W. Bush on Darfur?

The U.S. government is a leading member state in the United Nations and the United Nations Security Council, which authorized the peacekeeping force for Darfur (UNAMID) and the multidimensional force in Chad and CAR (MINURCAT). We want to ensure that President Bush lives up to his promises to get UN peacekeepers into Darfur by early 2008, to provide critical funding for peacekeeping operations and humanitarian assistance, and to protect conflict-affected civilians in eastern Chad and northeastern Central African Republic. Thanks to significant pressure from concerned citizens, the U.S. government has taken some important steps on Darfur - now we need to ensure the U.S. government takes additional critical action to facilitate the speedy arrival of these peacekeeping forces.



Food distribution Ardamatta Internally Displaced Persons camp, Darfur, Sudan.
© Amnesty International.

Why mobilize on October 24?

On October 24, United Nations Day, AIUSA's Executive Director and Advocacy Director for Africa will deliver half a million Global Petition signatures directly to the White House. By mobilizing on UN day, you will be reinforcing the urgent message we are sending to the White House: There can be no more delays, the U.S. government must take immediate and effective action to ensure the full

deployment of UN peacekeepers into Darfur by early 2008, including adequate funding for peacekeepers and humanitarian assistance in Darfur, Chad and CAR.

What happens after October 24?

Between October 24 (United Nations Day) and the end of November, AIUSA will continue to gather signatures on the Global Petition and AIUSA will deliver a second round of signatures to the U.S. administration on December 10 (International Human Rights Day), to underscore our urgent demands. Signatures must be received by AIUSA's Washington Office no later than November 30 to be included in the second and final delivery.

What AI is asking for from the U.S. government?

- The UN Security Council fully deploys the UN-AU peacekeeping force (UNAMID) to Darfur by early 2008.
- The U.S. government provides adequate funding for peacekeeping and humanitarian assistance in Darfur, Chad and the Central African Republic.
- The U.S. government commits to support MINURCAT/European Union peacekeeping operations and humanitarian assistance to conflict-affected civilians in eastern Chad and northern Central African Republic.

What AI is asking our activists (YOU!) to do:

- Organize to help collect 500,000 signatures on the Global Petition for Darfur by Oct. 24. As of late September, there are 457,000 signers on the petition.
- Participate in collecting tens of thousands more signatures by November 30, for delivery to the White House on International Human Rights Day, December 10.
- Help generate at least 200 calls per day to the White House on Oct. 24, 25, and 26.
- Help ensure public awareness in communities and in the media about conditions in Darfur, Chad and CAR, AI's campaign, and how to take action.



Day for Darfur 2006, New York City. © Amnesty International.

Take Action!

Level 1: Takes just a little time, even one person can do it!

- Sign the Global Petition for Darfur: Do this now, help us reach half a million signers by UN Day! Go to: www.instantkarma.org and get on the list!
- 'Tell a friend!' Ask friends and family to sign the petition.
- Make one phone call. Call the White House on October 24, 25, or 26 to demand specific action on Darfur. Instructions and information included at the end of this guide.

Level 2: Minimum 1 hour organizing time. Recommended for a small group of 1 - 4 people.

- All actions in Level 1 plus...
- Organize your group of friends and family to participate in our Call-In Days. White House Call-In Days flyer, with talking points, included at end of this guide.
- Organize and collect 200 signatures for the Global Petition at your school and workplace. Resources listed under Level 3, below. Petitions must be received by AIUSA's Washington Office no later than November 30.
- Host a small solidarity vigil on October 24 at your school or in a public place. Use AIUSA's Activist Toolkit for tips on organizing events. Find it in the "Tools and Resources" section at: amnestyusa.org/members Please register your event with AIUSA at the following website: amnestyusa.org/darfur/register
- "Go Blue" during the week of UN Day! During the week of Oct 24, have your group wear blue to school or work to collect signatures for the Global Petition for Darfur, flyer for the White House Call-In Days, or for your small vigil.
- Write and submit a letter to the editor in response to an article, op-ed, or editorial in your local paper on Darfur, Chad or CAR - submit after mid-October, with hope for publication on UN Day or by end of October. See end of this guide for sample letter and instructions.

Level 3: Minimum 2 hours organizing time. Recommended for at least 2 people or any size group.

- Levels 1 and 2 plus...
- **Organize to collect 500 signatures for the Global Petition and promote the White House Call-in Days:**
 - Set up tabling or canvassing within your community any time between now and the end of November. Petitions should be submitted in advance of October 24 or by November 30, for the second White House petition delivery.
 - Resources for tabling or canvassing:
 - Multi-name Global Petition at end of this guide, photocopy this
 - Or call your Regional Office to request a stack of Global Petition trifold postcards for a signing table or flyering event. Call: 1-866-A-REGION. (Postcards also include information about the conflict in Darfur and the Instant Karma album.)
 - Or participate in the Neighborhood Walk-about with door hangers for Darfur, which include the Global Petition. Go to: amnestyusa.org/darfur/canvass for info on how to request door hangers for Darfur.
 - Flyer for the Call-in Days to the White House at end of this guide, photocopy this
 - See tips below, "Go Blue for UN Day."
- **Host a mobilization event on October 24, United Nations Day and day of our White House Petition Delivery -- collect Global Petition signatures and promote White House Call-In Days.**

- Organize a vigil or rally at a high-traffic area at your school or in your community.
- Use AIUSA's Activist Toolkit for tips on organizing events. Find it in the "Tools and Resources" section at: amnestyusa.org/members See "Organize" section above, which lists out resources.
- Important: Please register your event with AIUSA at the following website: amnestyusa.org/darfur/register
- Issue a media advisory for your event - see sample at end of this guide. Report any press coverage to campaigns@aiusa.org

- **Go Blue for UN Day! Tips to get creative with your event:**
- Add a touch of color to show your support for UN Peacekeepers in Darfur and Go Blue for UN Day!
- Use blue ribbons, crepe paper, blue paper, blue chalk, painter's blue masking tape, and /or other materials to decorate a public place – a bulletin board in your school, sidewalk, public park, telephone poles, shop windows (with approval). Visit www.instantkarma.org and www.amnestyusa.org/darfur, www.eyesondarfur.org for useful facts, photos and information about human rights conditions in Darfur.
- Order blue placards with AI logo that state "Protect the People / UN Peacekeepers for Darfur" (while supplies last, free). Ordering info at end of this guide, under "Resources."
- Ask participants to wear blue to your event, or give away a blue ribbon for attendees to tie or pin on their clothes or bags.

- **Call your local radio station** and request that they play a specific song from the album Instant Karma (full title: Instant Karma: the Amnesty International Campaign to Save Darfur). Talk to the programming director, explain that the album is a collaboration between the artists, Warner Brothers and AI to benefit our Campaign to Save Darfur. Also consider requesting that the radio station direct listeners to instantkarma.org for more information.

Share what happened at your event!

- Tell us what happened, we'd love to hear! Go to: amnestyusa.org/darfur/reportback
- Take photos of your event and upload them to: amnestyusa.org/darfur/reportback

Resources to support your activism

- White House Call-in Days Flyer (appendix)
- Sample Letter to the Editor (appendix)
- Sample Media Advisory (appendix)
- Multi-name petition (appendix)
- Global Petition tri-fold postcards: Call: 1-866-A-REGION, ask for your Field Organizer or the Regional Office liaison to the Darfur Campaign.
- Door hangers with Global Petition for Neighborhood Walk-About. Order through: amnestyusa.org/darfur/canvass
- For vigils, events: blue placards with AI logo that state "Protect the People / UN Peacekeepers for Darfur" (while supplies last). To request placards, email amount desired to campaigns@aiusa.org (questions: 202 544 0200 ext. 320) We would usually distribute 10- 50 placards, depending on the size of your event.



UN Peacekeepers in Darfur Now!

Call the White House - Insist on Adequate Funding for Peacekeeping and Humanitarian Aid in Darfur Region

National White House Call-In Days
October 24, 25, 26

Killings, torture and rape of hundreds of thousands of civilians, and the destruction of hundreds of villages have continued in Darfur, Sudan since 2003. Four years later Darfur remains one of the world's worst human rights and humanitarian catastrophes, though recently progress toward a resolution to the conflict has been made.

Why phone calls to the White House? The U.S. government is a leading member state in the United Nations Security Council, which authorized the peacekeeping force for Darfur. We want to ensure that President Bush lives up to his promises to get UN peacekeepers into Darfur by early 2008, to provide critical funding for peacekeeping and humanitarian operations, and to protect conflict-affected civilians throughout the Darfur region. Thanks to significant pressure from concerned citizens, the U.S. government has taken some important steps on Darfur – now we need to ensure the U.S. government takes important action to facilitate the speedy arrival of the peacekeeping force.

Call the White House at 1-202-456-1111 on October 24-26. Suggested talking points:

- I am calling to express my deep concern for civilians severely affected by the Darfur conflict, including displaced persons and conflict-affected civilians in nearby Chad and Central African Republic.
- In addition to close to 250,000 Darfuri refugees, hundreds of thousands of Chadian civilians and refugees from CAR have been displaced into Chad as a result of the Darfur conflict.
- The U.S. government has played a significant role in UNSC Resolution 1769 (authorizing UNAMID, the peacekeeping force for Darfur) and related initiatives to bring peace to the people of Darfur. The U.S. government must now provide funding to UNAMID and the multidimensional force in Chad and CAR (MINURCAT). And it must provide additional funding to critical humanitarian operations in these areas.

Letter to the Editor - instructions & sample letter

General Instructions, informed by AIUSA's Activist Toolkit (amnestyusa.org/members):

Letters pages in newspapers are widely read and can be used very effectively to promote AI's work. There are several ways to write a letter to the editor as an Amnesty International activist. You can cite AI in your letter, i.e., "Amnesty International reported last year that Sudan imprisoned __ number of people." You can also localize an issue, i.e., "Wallace High School's Amnesty International group is sponsoring a teach-in to abolish the death penalty this week." Another option is to respond to an article, for example, if a significant attack has just occurred in Darfur, and sign your name and local group affiliation.

- **Keep letters short** – 250 words at the most. Letters page editors will cut any long letters.
- Make sure to **give your contact details**, including telephone numbers and identify yourself as a local Amnesty International member. (Phone numbers will not be published; editors generally call authors to confirm the validity of the letter before publishing.)
- Try to use **current events or anecdotes** about individual people as your "hook." Or, if you read an editorial opinion piece, feature or letter that has misstated something of concern to AI, you have an opportunity to reply.

Request: If your letter is published, please let us know! Email to us at: campaigns@aiusa.org and media@aiusa.org

Sample letter to the editor:

To the Editor:

The world has watched in horror for four years as Darfur has been ravaged by unspeakable brutality. Hundreds of thousands of civilians have been killed. Many more have been tortured, raped, abducted and still suffer disease and malnutrition, as refugees and internationally displaced persons. More than 2.5 million Darfuri civilians have been uprooted from their homes, and many more depend on international aid to survive. Our best hope to end the violence and suffering of millions in Darfur, Chad and the Central African Republic is the quick deployment of more than 26,000 UNAMID peacekeepers recently authorized by the United Nations Security Council.

As a permanent member of the Security Council, the United States has an obligation to demonstrate its leadership and press for the quickest possible deployment of the full contingent of UN peacekeepers by early 2008. Until this force is on the ground, and assured of adequate funds from the United States and other nations, the suffering that we have witnessed in Darfur since 2003 will continue.

Amnesty International has nearly achieved its goal of collecting 500,000 petition signatures on a Global Petition for Darfur by October 24, United Nations Day. On that day they will be delivered to the White House, and activists will hold vigils around the country to demand an end to delays in deploying peacekeepers in Darfur. As Americans we must insist that our government use its influence to ensure these peacekeepers reach Darfur quickly with full resources. Further delays will send more innocent civilians to their deaths and allow combatants to perpetrate further atrocities. We have seen enough brutality in this conflict -- now is the time for it to end.

[Name]

[Amnesty Affiliation]

[Contact Information]

Sample Media Advisory

Instructions to activists:

- We hope to reach more than 500,000 signers on our petition; if we reach this number, we will issue an updated media advisory. Please check back at amnestyusa.org/darfur/media late on October 19 for a possible new advisory.
- Recommendation: Send your media advisory out four days before your event. For an October 24 event, send it out on October 20. Send it again one day before your event as a reminder.
- When using this sample advisory, please carefully review it to make sure all needed info about your local event is entered. We have highlighted in blue items you need to fill in.

MEDIA ADVISORY

For Immediate Release

Day-date (e.g., Monday, October 22, 2007)

Contact: name of media contact, phone number

**Local Amnesty International Activists Hold Vigil (and/or hold rally, other event) Urging White House to Put Darfur at Top of Presidential Agenda
Call for Speedy Deployment of UN Peacekeepers to Darfur as Close to 500,000 Petition Signatures are Delivered to White House**

(INSERT: dateline e.g. New York) – Local Amnesty International USA activists, supporting a nationwide mobilization urging the swift deployment of UNAMID peacekeepers to Darfur by early 2008, plan (INSERT activity here- rallies, vigils, neighborhood walk-about, call-ins) on Wednesday, Oct. 24, United Nations Day. Activists across the country have planned grassroots events while national advocates expect to deliver to the White House close to 500,000 signatures on a global petition urging the U.S. government to push for speedy deployment to end the suffering in the conflict-ridden Darfur, Sudan region and affected areas in eastern Chad and northeastern Central African Republic.

"For four years, the world has watched in horror as Darfur has been ravaged by unspeakable brutality," said (local activist named here). "As a permanent member of the Security Council, the United States has an obligation to demonstrate its leadership and press for the quickest possible deployment of authorized peacekeepers by early 2008. Until this force is on the ground, and assured of adequate funds from the United States and other nations, the suffering that we have witnessed in Darfur since 2003 will not end.

The local activists will (describe event here).

Amnesty International, the independent, non-partisan human rights organization, has collected close to 500,000 petition signatures on Darfur and plans to deliver them to the White House on October 24, United Nations Day, and hold rallies and other events across the country, including in [insert names of towns and cities, check back for new media advisory]. The organization will continue to gather signatures through the end of November for a second delivery to the White House on Dec. 10, International Human Rights Day.

"As Americans we must insist that our government use its influence to make sure the peacekeepers can deploy to Darfur in the next few months - and with full resources," said (local activist name).

Details on the event are as follows:

Event: (Rally, vigil, walk-about here)
Date: (day-date)
Time: (i.e. Noon--1:00 p.m. ET)
Location: (i.e. building name-address)
Directions: (i.e. closest subway, bus, etc.)

For more information about the event above, please contact (media contact) at (phone number, landline/cell).

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