

BEFORE YOUR WRITE-A-THON

- Ask a friend or group of friends to help you organize a Write-a-thon.** Decide who will be responsible for what. Remember to follow-up.
- Establish a time and date for your Write-a-thon.** Try to hold your Write-a-thon on days between December 5 and 13 to commemorate International Human Rights Day on December 10. There are many creative and easy ways to incorporate the Write-a-thon into your busy schedule.
- Secure a location for your Write-a-thon.** Decide where your Write-a-thon will be held and ensure you will have enough tables and chairs. Write-a-thons that are open to the public, community areas such as a Student Union Building and coffee shops, make sure you have permission beforehand. You can incorporate letter writing into all sorts of events and venues:
 - Potluck Dinner
 - Happy Hour
 - Campus or Book Club Activity
 - Student Union Building
 - Poker or Game Night
 - Dessert Party
 - Coffee Shop
 - Church/Youth Group
- Materials and cost.**

The cost of mailing letters and cards can add up, so figure out now how you will send those you write during the Write-a-thon. Letters to the same recipient can be sent in one large envelope to save on postage costs. Collect funds for stamps by making a postage donations jar available at the event or encourage attendees to bring stamps.

 - Seek in-kind donations. Encourage attendees to bring writing materials to the Write-a-thon, or collect materials beforehand. You can solicit in-kind contributions from local businesses, such as pens, paper, stamps, etc.
 - Get a Write-a-thon package, which includes hard copies of all online material and AIUSA brochures and stickers (contact: writeathon@aiusa.org).

POSTAGE RATES:

	Airmail Letters (up to 1 oz.)	Postcards (max. size: 6" x 4.25")
Within the United States & Guantanamo	\$0.44	\$0.28
To Mexico	\$0.79	\$0.79
To all other countries	\$0.98	\$0.98

Contact the media.

Notify your local media about your upcoming Write-a-thon event. The coverage you receive will help draw more participants to your event.

- Write a letter to the editor.
- Ask your local newspaper to post your event in their calendar section.
- Distribute a media advisory.
- Contact your local radio station.
- See the Write-a-thon Media Kit for more details, including samples of the items above.
www.amnestyusa.org/writeathon/resources

Publicize.

There are many other ways to spread the word about your Write-a-thon event.

- Download the Write-a-thon flyer template located at www.amnestyusa.org/writeathon.
Add details about your event and post the flyer around your community.
- Ask friends to commit to bring at least one other friend to a Write-a-thon event.
- Post your Write-a-thon event on your Facebook or Myspace page and provide a link to AIUSA's Write-a-thon web page.
- Contact your Regional Office to have them add your Write-a-thon event to their event page on AIUSA's website. (www.amnestyusa.org/contact)
- Send email reminders to friends, co-workers, classmates, etc.

THE DAY OF YOUR WRITE-A-THON

Bring a sign-in sheet

Use a sign-in sheet! This will make it possible for you to follow up with these individuals later about other AI events.

Use the Write-a-thon poster or an AI banner for visibility.

Contact the Individuals at Risk campaign or your Regional Office.

Make sure to bring:

- Enough copies of the case sheets for everyone.
- Your Write-a-thon Toolbox (see below).
- Food and drinks to enjoy while writing letters.
- Your camera to take pictures of your letter writers!

AFTER YOUR WRITE-A-THON

- Don't forget to mail all of those letters!**
- Send a thank you** to those who attended your event. Invite them to join AIUSA.
- Report back.** Let us know how many letters were sent by filling out the very brief evaluation form at www.amnestyusa.org/writeathon Please send us photos from your event or of your letter writers.

THE WRITE-A-THON TOOLBOX:

Put all the supplies you'll need for your Write-a-thon in a box, including:

- **Case-sheets with sample letters**
- **AIUSA brochures**, stickers, and promotional materials to encourage your friends to join Amnesty.
Order by writing to writeathon@aiusa.org
- An AIUSA **banner or posters** (available at www.amnestyusa.org/store/index.html)
- **Pens, paper, envelopes, postcards, and non-religious cards or cardstock.**
- **Stamps** (order stamps online at shop.usps.com) and list of postage rates (see above)
- **Markers, glitter, glue, and other art supplies** for decorating cards
- A **donation jar** for postage
- **Amnesty and Write-a-thon materials** to sell or give to participants, such as calendars, t-shirts, posters, pins, or stickers. (available at www.amnestyusa.org/store/index.html)

For any questions, contact your regional office (www.amnestyusa.org/contact) or call 1-866-A-REGION