

FOR EVENT HOSTS

**WRITE
FOR
RIGHTS**

AMNESTY
INTERNATIONAL

Two grey pencils with sharpened wooden tips, positioned diagonally on the left side of the page.

Resource Guide

Write for Rights
2020

Thank you for joining Write for Rights 2020!

Every year on December 10th, Amnesty International celebrates Human Rights Day with the world's largest human rights event.

Activists in more than 170 countries around the world come together to act for human rights.

Your handwritten letters, emails, and tweets, combined with millions from around the world, can change lives.



In this guide, you will find:

- 1) Information about how COVID-19 affects Write for Rights 2020.
- 2) Guidance for planning your own event whether it is **virtual**, with your **household**, or **socially distanced**.
- 3) Tips on how to use our events website.

WRITE FOR RIGHTS AND COVID-19

This year, Write for Rights will look a little different.

In a typical year, people across Canada and around the world gather in groups large and small, in living rooms, in cafés, and in auditoriums, to celebrate Write for Rights.

COVID-19 has impacted all our lives, including how we organize Write for Rights. Amnesty International strongly encourages you to follow all the public health guidelines in your area. While we must engage in physical distancing, now more than ever is the time for social solidarity.

The global pandemic has also impacted our ability to support the individuals featured in this year's cases. Your voice is essential to ensure that our support and solidarity is felt more than ever in these unprecedented times. There may be changes throughout the campaign, including to postal services, but we will always keep you informed.

In this guide, you will find information about hosting **virtual** events, events with your own **household**, and, in instances where people are already gathering, **socially distanced** events.

If you are an **educator or a parent** planning an event for young people, please visit www.writeathon.ca/classroom to get resources.

On December 10th, we're hosting our first-ever all-day virtual **Write for Rights marathon!**

With many people unable to organize or attend events in their community, we want to be sure we stay connected.

Join us any time all day to connect with others across the country and for exclusive Write for Rights content.

Register now at www.writeathon.ca/sign-up and stay tuned for more details!



Step by Step

THE BASICS

1. REGISTER NOW:

Sign-up at www.writeathon.ca/sign-up to let us know that you're organizing an event, whether it's for 2 people or 200. You can find specific instructions for how to sign-up in the "Using the Events Website" section at the back of this guide.

2. CHOOSE YOUR AUDIENCE:

Is your event public or private? Public events will be listed on our map so that others can join you, but private events will be kept hidden.

Are you hosting a virtual event? You can choose whether your event is only for others in your community or whether you want anyone in the country to be able to join.

3. LEARN MORE:

Are you new to writing letters? Check out our **letter-writing guide** to get sample letters and learn the basics.



4. GET YOUR RESOURCES:

Visit www.writeathon.ca/resources to get everything you need to organize a Write for Rights event. Due to the COVID-19 pandemic, we will not be able to supply printed materials this year. Please get in touch at writeathon@amnesty.ca for support.

5. SPREAD THE WORD:

With Write for Rights moving online, we need your help to spread the word more than ever! Check out the social media mobilizer guide available at www.writeathon.ca/resources for tips on using social media

6. REPORT BACK:

Let us know how your event went! Reporting back is just as important as writing letters. We use the number of letters written and the number of participants at your event for advocacy on each case. Visit www.writeathon.ca and click on "Report."



VIRTUAL EVENTS:

Move your Write for Rights event online! Most of this year's events will be virtual. While this will certainly be a change from other years, you can still create an engaging and inspiring event online.

Choose Your Audience: Decide who you plan to invite to your virtual event. Is it members of a community group who know each other? Is it members of the public? Do you want to limit your virtual event to people in your community or do you want anyone to attend?

Answering these questions will help you decide on the format of your event. If people know each other well, your event can be more informal. If the event is for the general public, you will likely need to have someone explain Write for Rights and support people with writing their letters.

Choose Your Platform: You can host your virtual Write for Rights event on whatever platform is most comfortable for you and your participants. Amnesty can provide direct support with using either Zoom or GoToMeeting. **Need support setting-up a virtual event? Contact writeathon@amnesty.ca.**

No matter what platform you use, make sure you have a designated 'tech person' to do a run-through and provide support during your event.

Make It Engaging: Shifting online doesn't mean your event won't be engaging, but you will have to plan ways to keep your audience interested. Show videos from this year's cases, available in our YouTube playlist, or invite a guest speaker relevant to one of the cases. Use our Write for Rights Spotify playlist to set the mood for people to write their letters.

Make It Interactive: Depending on the number of participants, there are many ways you can keep your event interactive. If your event is too large to allow everyone to speak, ask people to introduce themselves and share stories and tips in the chat. Use polls, whiteboard features, and interactive slides to keep people involved in the event. Consider inviting a few of your participants to share stories about why they are joining Write for Rights.

Looking for inspiration for your virtual event? Use our sample slides to get you started!



EVENTS WITH YOUR HOUSEHOLD:

Physical distancing might limit some possibilities for Write for Rights this year, but you already have a built-in audience with your own household or social bubble.

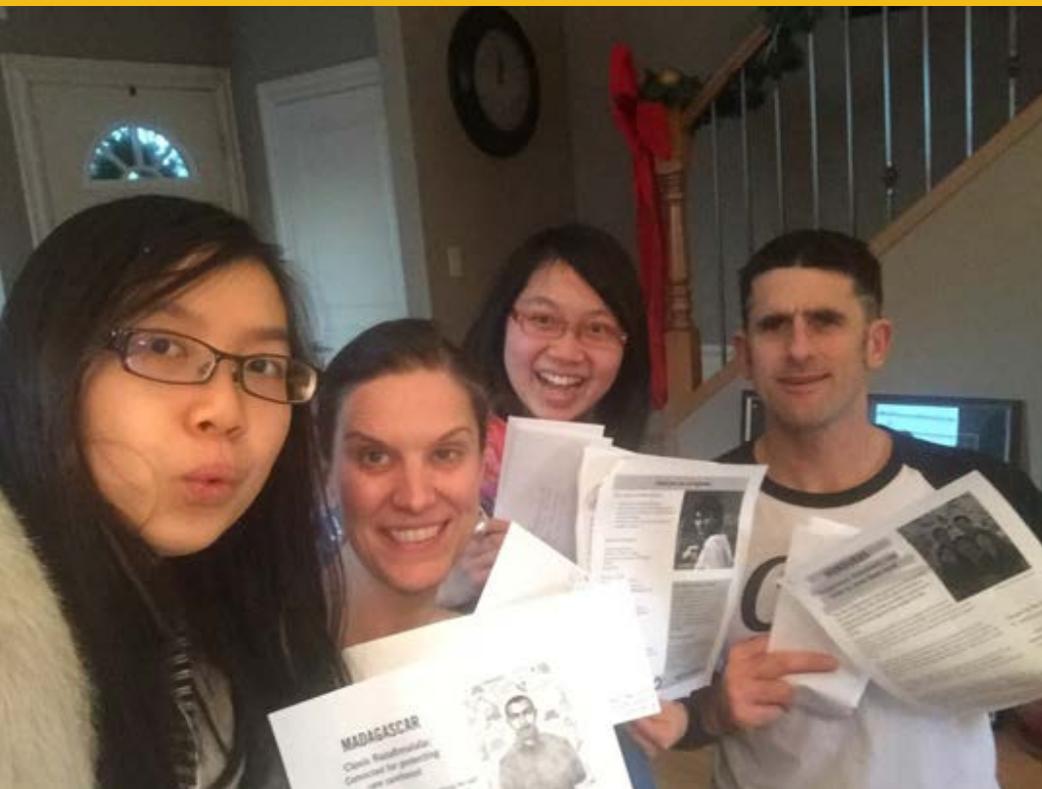
You can sign-up to write on your own at www.writeathon.ca/sign-up, but even 2 people can make an event!

Set Aside Time: Register an event for your household at www.writeathon.ca/sign-up and pick a specific time that you and your household will write your letters. If you write on December 10th, you can join our virtual marathon to participate with others across the country.

Make It Special: Joining Write for Rights with just your household might feel different, but you can still make it a special occasion. Watch the case videos or put on our Write for Rights Spotify playlist. Pick a relevant movie to watch or put out snacks to enjoy while you write.

Invite Others Virtually: Following public health guidelines and sticking to your household doesn't mean you can't invite others to join you! Challenge another household to write letters at the same time as you or share your letters on social media encouraging others to join in.

Writing with Children? If your household includes children, we have resources to support you, including age-appropriate cases, at www.writeathon.ca/classroom.



SOCIALLY DISTANCED EVENTS:

In response to COVID-19, Amnesty International is not encouraging people to organize in-person Write for Rights events this year.

There are however many places where people will already be gathered, such as schools, workplaces, and places of worship, where you can safely include Write for Rights.

Follow Public Health Guidelines: Always follow the latest public health guidelines for your area. Encourage participants to wear masks and provide masks for those without. Provide hand sanitizer and make sure to wipe down any common surfaces between uses. You can find the latest public health guidelines at www.canada.ca/en/public-health.

Keep It Distanced: Wherever you are hosting your Write for Rights event, make sure the space allows for adequate distance between people. Offer individual supplies such as pens and paper to avoid sharing. Consider giving people the supplies they need to take away and then write letters in their own space.

Use Digital Tools: In response to COVID-19, we are moving many of our resources online. Paper petitions and paper sign-in forms will not be available this year, but we've created digital alternatives!

Direct people to sign online actions for each of the cases at www.writeathon.ca/resources. Use our digital sign-in form at bit.ly/W4R2020 to have your guests virtually 'check-in.' We will share their information with you, so you know who attended.

Consider having a tablet or laptop where people can sign-in or sign online actions and be sure to wipe it down between each use.



USING THE EVENTS WEBSITE

CREATING YOUR EVENT

Write for Rights 2019
Organiser Instructions

Sign-up to host a Write for Rights event in 6 easy steps!

On the next screen, you will be prompted to create your own Write for Rights event following these simple steps:

Step 1: Choose a name and description for your event, along with the date and location.

Step 2: Decide whether your event will be public or private. Public events will be added to the map of events across Canada so that others in your community can sign-up to join you. Private events will only be visible to people that you invite.

Step 3: Choose your event type. Are you hosting an event on behalf of an Amnesty group, in your workplace, or in your school? Select the best fit from a variety of event types.

Step 4: Save your event submission.

Step 5: Create an account using your email address so that you can check back-in on RSVPs to your event and hit Publish.

Step 6: Once you register your event, you will receive an email with a Resource Guide and other useful information that you can use to get planning!

*Your event will appear on the main Write for Rights event calendar on the next business day after you have registered to host an event.

[CONTINUE](#)

New Event

Event Title *
Write for Rights

Description *

Start Date * 8/10/2019 Start Time * 2:00 PM [set end time](#)

Venue
Enter a location

Enter address manually This is a virtual event with no location
 This is a private location. Only show the event address to people who are attending the event.

Max Number of Attendees (not including host)
 Leave this blank if there is no limit on how many people can attend.

Event type
Amnesty group

[SAVE](#)

* Required

SIGN-UP

You may have already created your event, but if you haven't, visit www.writeathon.ca/sign-up and select that you want to host an event.

You'll be taken to the organiser page where you will see an overview of instructions. These will be helpful moving forward! Press *Continue* to move ahead.

EVENT DETAILS

The instructions in the previous Organiser screen contain all the steps, but now you will be taken to a page to create your event. Here you can enter all the details of your event, including the type of event you're hosting. Click Save in the bottom-right corner to move ahead.

1 Start > 2 Review

Log in

Just one last step to confirm your event. Please sign in or create an account below.
Don't have an account? [Sign Up](#)

Email address *

Password *

Keep me logged in [Forgot password?](#)

[LOG IN](#)

1 Start > 2 Review

Write for Rights

Signed in successfully. [×](#)

DESCRIPTION
This is the description of your Write for Rights event!

DATE & TIME
Tuesday, 8 October 2019 at 2:00 PM EDT

[BACK](#) [PUBLISH](#)

CREATE AN ACCOUNT

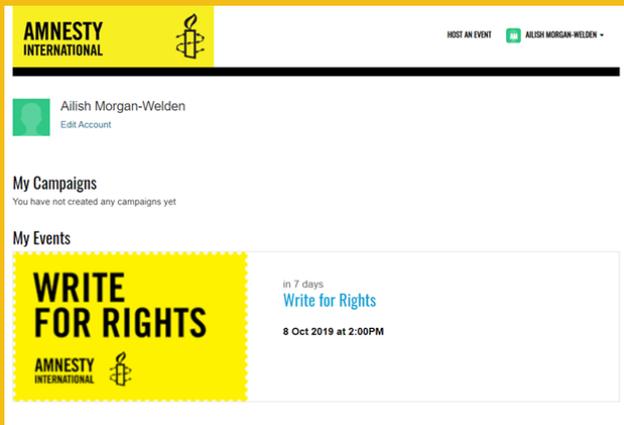
You'll be prompted to create an account so that you can check back on your event. If you hosted a Write for Rights event last year and used the same email address, you will already have an account. Forget your password from last year? Don't worry! Simply click *Forgot password?* to have it reset. You can create multiple events with the same email account. Ready to move forward? Click *Log In* to proceed.

PUBLISH YOUR EVENT

Once you've logged in, you'll be asked to review your event. If all the details look good, hit *Publish* to submit your event. Your event will appear in the public calendar, if it is a public event, 24 hours after you hit *Publish*.

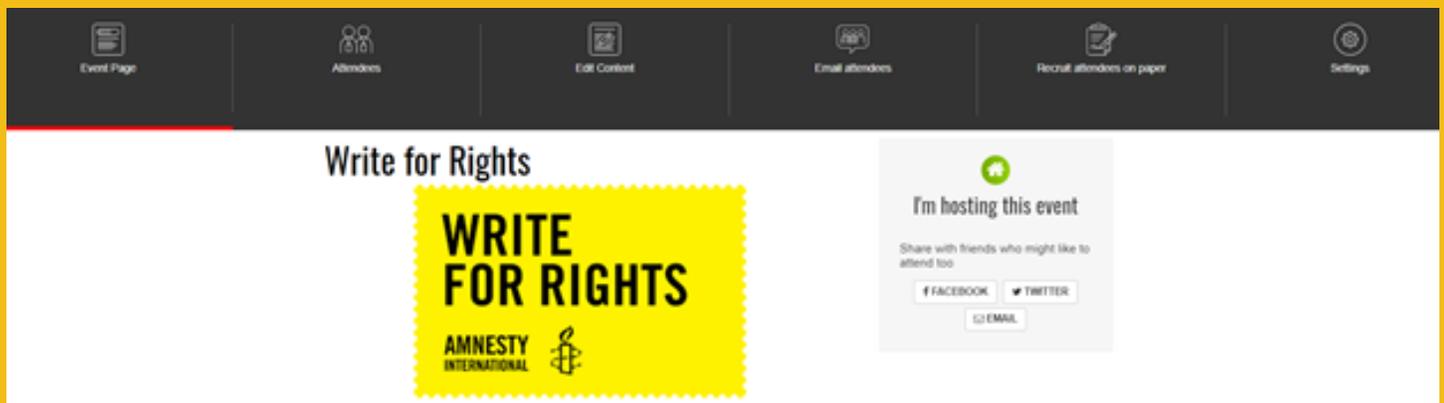
USING THE EVENTS WEBSITE

MANAGING YOUR EVENT



CHECK BACK

Log-in at www.act.writeathon.ca at any time to check on your event, make changes, or contact your attendees. After you log-in, select your name in the top-right corner and choose "My Campaigns" to see all your events.



MONITOR YOUR EVENT

When you click on your event, you'll see the details of your event along with these options:

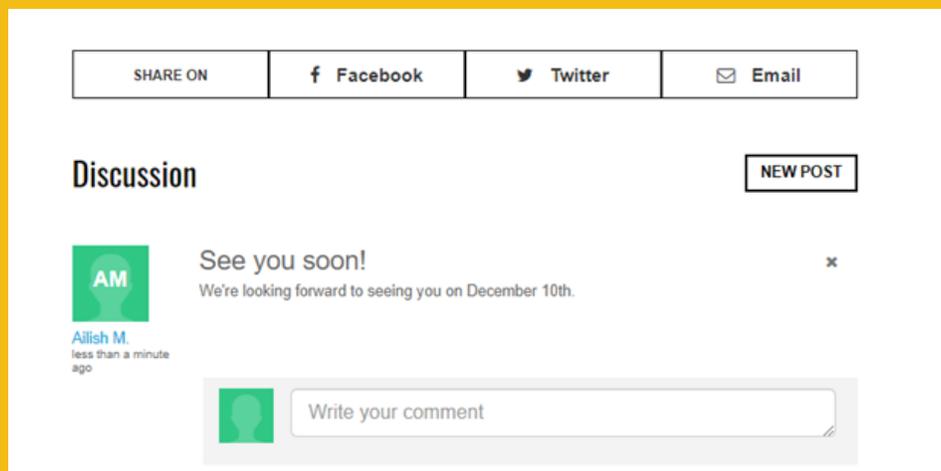
- Use **Event Page** to see the details of your event as they currently appear. You will also see different options for sharing on Facebook, Twitter, and by email. Use these links to promote your event with your networks.
- Use **Attendees** to see everyone who has RSVP'd to your event.
- Use **Edit Content** to make any changes you might need to make to the details of your event
- Use **Recruit attendees on paper** to get a printable form to gather RSVPs in person. You can then enter these names yourself to boost your numbers.
- Use **Settings** to add someone else as a new "Event Administrator" who can help host your event.

USING THE EVENTS WEBSITE

COMMUNICATING WITH YOUR ATTENDEES

DISCUSSION

On your event page, you will also see a *Discussion* section. This is a space for you to communicate with your event attendees or for attendees to ask questions and communicate with each other. Write something using the *New Post* button and check back for posts from your attendees.



EMAIL EVERYONE

You can also email everyone who has RSVP'd to your event to update them and get them excited about Write for Rights! Click *Email Attendees* from your event page menu to email everyone. We provide templates, but you can write anything you'd like in the message box. Be sure to include a catchy subject line. Need help crafting an email? Contact us at writeathon@amnesty.ca.

