

# RUN THE WALL

BUILD BRIDGES NOT WALLS

# FUNDRAISING PACK



amos  trust

RIGHT TO  
MOVEMENT  
PALESTINE  
WE RUN TO TELL A DIFFERENT STORY





## RUN THE WALL

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# THANK YOU FOR JOINING US AS WE RUN THE WALL

### ABOUT THIS FUNDRAISING PACK

We've produced this pack to help and support you with your fundraising efforts. We hope you find it useful. If you need any help, simply email [katie@amostrust.org](mailto:katie@amostrust.org)

PALESTINE JUSTICE







## RUN THE WALL

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#### WHY ARE WE RUNNING?

Home demolitions, land confiscations, illegal settlements, the Separation Wall... this is how Israel is annexing Palestine. **Actions speak louder than words.**

We are running to raise awareness of the human cost of the Wall, to demand freedom of movement for Palestinians and to help raise £15,000 to rebuild a Palestinian home. **Please help us.**

#### ABOUT AMOS TRUST

At the core of Amos Trust's work are the individuals who support us. For over 30 years our work has been made possible by you. Large or small, your donation and fundraising efforts make a real difference. We partner with vibrant grass-roots projects around the world that have unique local experience, expertise and connections.

Collaboration is at the heart of everything we do. Our partners in Palestine, South Africa, Nicaragua, Burundi, India, Tanzania and beyond, are developing creative and effective local solutions to global issues of injustice.

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#### AMOS TRUST'S WORK IN PALESTINE

Our Palestinian partners run community programmes to promote creative, non-violent resistance to the Israeli occupation of the West Bank and Gaza, and work to relieve the stress and despair that the occupation causes within these communities.

We seek to share their stories, stand with them in their suffering and support the work they do; raising awareness of the horrors of home demolitions, the building of the Separation Wall, restrictions on freedom of movement and the daily impact of life under occupation.

In the West Bank we currently partner with [Holy Land Trust](#), [Wi'am Reconciliation Centre](#) and [Alrowwad Centre for Culture and Arts](#) — and in Gaza with [NECC](#) and [Al Ahli Arab Hospital](#).

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#### HOME REBUILDS

Rebuilding demolished homes in the West Bank is a powerful challenge to injustice and a profound act of solidarity. You can support our home rebuilding programme by [watching and sharing this short film](#).



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#### SPONSORSHIP

##### TARGETS

Set a sponsorship target. Be ambitious. Think about how and when you are going to raise your target. You may decide to run an event too — if you do please contact [katie@amostrust.org](mailto:katie@amostrust.org) for ideas and support.

##### GO ONLINE

If you have not already done so, set up your JustGiving fundraising page connected to the Run The Wall campaign. [Simply click this link.](#)

##### MATCH FUNDING

If you work for a large organisation, it's worth asking if they offer match funding, or any other support for fundraising activities by employees.

##### KEEP AT IT

Raising a large amount of money through sponsorship won't happen overnight — but persistence will pay off. Keep reminding your family, friends and colleagues about what you are doing; the more passionate you are, the more they'll be interested.

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#### LOCAL MEDIA

Approach the local media to tell them what you're up to. Local papers and radio stations will be interested in human-interest pieces. This doesn't necessarily equate to more donations, but you may well grab the attention of someone who can help, or attract support you weren't expecting.

#### STICK WITH TRADITION

Don't forget traditional resources — it's amazing what people will stop and look at. Use community resources to tell people what you're doing... a notice in your local shop, at work or in the church newsletter. Use the sponsorship form at the end of this pack if helpful.

#### GO THE EXTRA MILE

Give people more for their money — promise to do something extra if you reach a certain amount with your fundraising; to wear a wig to run in fancy dress or to shave off your beard.

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#### LESS IS MORE

Asking lots of people for small donations will be more effective than asking a few for a lot. For example, asking management if your 1,000-employee office complex can have a dress-down Friday for £1 per-person will raise more than a round-robin email request.

#### GET SOCIAL

Before your sponsored event — get on social media. Take your friends and family along for the journey — let them feel the highs and lows. Get them excited!

Training going well? **Tweet it.**

Fundraising going well? **Facebook it.**

Received your Amos running top? **Instagram it.**

Make potential sponsors feel part of the journey, and if you include your fundraising link on your posts, you're much more likely to get donations.

We will be letting you know how to share your images on the day alongside all the other runners soon.

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#### INVITE YOUR FRIENDS

In the lead up to our event on March 27th we will be holding a couple of webinars around running in Palestine and some of the issues, we would love you to join us and do invite your friends so they can learn more about what you are up to.

#### STAY IN TOUCH

During the event — it's all about keeping people informed. Nominate a friend to lead on this whilst you're busy taking part. Let people know how you are getting on by text, email, a Facebook post etc. Ask someone to share these if that works best. Keep linking to the fundraising page where possible.

#### SAY THANK YOU

After you have run don't forget to thank your family, friends and colleagues for all of their support and let them know how the event went. Share photos and let them know how much you raised and that their sponsorship makes a real difference.

Don't forget to contact [katie@amotrust.org](mailto:katie@amotrust.org) if you have any questions or need any help.

**Thank you for Running The Wall.**

### PALESTINE JUSTICE





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amostrust.org  
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+44 20 7588 2638  
REG. CHARITY NO. 1164234

(ADD WHAT YOU

(ADD DATE) to raise money for Amos Trust.

NAME	FULL ADDRESS	POST CODE	DONATION £	DATE PAID	GIFT AID? PLEASE TICK
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