

Joining you from **Wiradjuri Land** - the traditional lands of the
Wiradjuri People of the Kulin Nation.

I acknowledge Elders past and present, recognise that this land was
never ceded and was, is and will always be **Aboriginal land.**

Legacy Giving & AMNESTY:
CHALLENGING INJUSTICE FOR GENERATIONS TO COME



ME & AMNESTY: THE LONG ROAD TO (SLIGHTLY) LOVING DATA



AMNESTY
INTERNATIONAL



Research



Reporting



Advocacy



Activism



Mobilisation

AMNESTY
INTERNATIONAL



LEGACY GIVING AT AMNESTY INTERNATIONAL:

- **Confirmed BQ** : 1,220
- **Average Gift (2024)** : \$74,000
- **Annual Income (2024)** : \$3.2 million
- **Program** : DM, EDM, Lead Acquisition TM, Re-Confirmation TM, Paid & Organic Digital, Online Will Writing Partnerships, Small Scale Print Advertising, Events & Stewardship/Retention Activities
- **Team** : 2 (Legacy Specialist & GiW Coordinator)



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Together we can change lives

We are a global movement of more than 10 million people who take injustice personally – and when we all act together, we are unstoppable.

These are some of the people you've helped this year.

TOGETHER, WE CAN END THE DEATH PENALTY, EVERYWHERE.

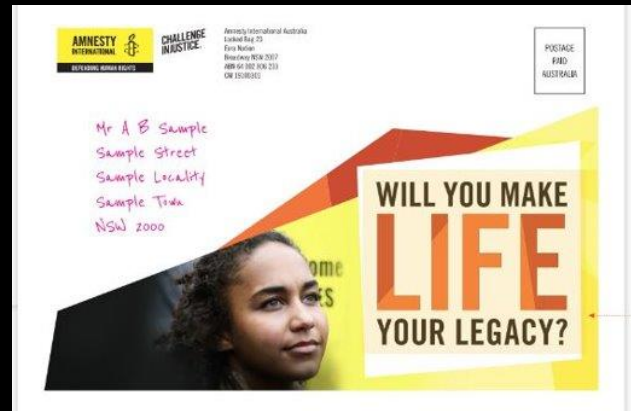
The right to live is a fundamental human right – one that no government or authority should ever be allowed to violate.

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The death penalty is the ultimate cruel and degrading punishment and there is no "humane" way to carry it out. There is also no evidence that capital punishment is any more effective in reducing serious than life imprisonment. All legal systems make mistakes, or are open to abuse. Far too often, the death penalty is used to discriminate against the most vulnerable in society, including the poor, ethnic and religious minorities, and people with cognitive disabilities – or as a tool of violent political oppression.

THAT'S WHY WE WILL NOT STOP CAMPAIGNING UNTIL THE DEATH PENALTY IS ABOLISHED BY EVERY COUNTRY, IN EVERY CORNER OF THE GLOBE.

We've made incredible progress since Amnesty started campaigning to abolish the Death penalty. Help continue this fight for life with a gift in your will.



Mr A B Sample
Sample Street
Sample Locality
Sample Town
NSW 2000

WILL YOU MAKE
LIFE
YOUR LEGACY?



Human Rights for Everyone. Everywhere. Always.



CHANGING OUR WAYS

HOW **WE FOUND** OUR WAY TO **DATARO'S STEWARDSHIP MODEL**

Outsource PROS	Outsource CONS	Build PROS	Build CONS
<p>Opportunity to use <u>best practice approach</u>, draw on experience, clear single focus</p>	<p><u>Cost</u> of supplier, emerging <u>privacy concerns</u>.</p>	<p>Speedy data exports, <u>internal insights</u> to improve model, collaborative process, <u>reduce costs</u>.</p>	<p>Time intensive, <u>workload</u> pull, level of experience, costs of investment in <u>secure environments</u> for further testing.</p>

FIRST CASE USE:

*Identify **3,000 highest bequest propensity** supporters to receive an integrated marketing campaign. Campaign's key communication is a survey on motivations, values, messaging, comms dosage and intention to leave a GiW.*



ME

ATTEMPTING TO **KEEP UP** IN PROJECT
MEETINGS

Build Time: 6 Months

Project Tests: 2 (Supporter Survey & DM Appeal)

Results: **Pretty Good** ... then OK.

Improved targeting of prospects - 2020 has a smaller send amount than the previous survey, however there was a 2% increase in response rate.

More Confirmed Bequests - 2020 had a higher rate of supporters confirming a bequest, including 22 new. There was no record of how many confirmed responses in 2017 were new.

Stronger overall interest levels - 2020 had lower rates of both *Unsure at this Time*, and *Not Interested* responses compared to 2017.

60th Birthday DM Appeal - strong content, to top 3000 prospects - 5 new confirmed.



LOOKING UP

THE IMPACT OF THE **STEWARDSHIP MODEL**



DATARO PARTNERSHIP : FROM AUGUST 2021

- 72 new BQ Confirmed supporters in 2022 (first full year of partnership) - 60% increase on 2021
- YOY growth again in 2023 – a further 17% increase
- 2024 YOY growth of 62% with 140 new BQ Confirmed supporters



Important to say – this growth isn't **only** due to using this tool. It's part of a bigger pattern of investment in legacy giving, channel diversification and innovation.



GIW RANKINGS: LOOKING BEYOND TOP PROSPECTS

CECILLIA CHIMBIRI AND JOANAH MAMOMBE HAVE BEEN ACQUITTED



THE WIN

In 2020, activists Cecilia Chimбири and Joana Mamombe took part in a peaceful protest in Zimbabwe, over the lack of social protection for citizens during COVID-19.

After being arrested and criminally charged for exercising their right to protest, they were violently physically and sexually assaulted – then falsely charged with faking their own abduction and torture.

▶ They were finally acquitted in July 2023.

THE DIFFERENCE YOU MADE

Cecilia and Joana were barred from speaking about their ordeal – but we were not. As part of our 2022 Write for Rights campaign, Amnesty International took action to demand justice for Cecilia and Joana.

▶ 10,000 Amnesty supporters in Australia, and more than 500,000 globally, raised their voices to call for the charges to be dropped and the perpetrators held accountable.

WORLD'S LONGEST-SERVING DEATH ROW INMATE FREED.

"Finally, I have won full and complete victory."

— Iwao Hakamada



THE WIN

After 45 years on death row and another decade of legal battles, 87-year-old Iwao Hakamada was finally acquitted in September 2024. Iwao had been wrongfully convicted of murder in 1968.

THE INJUSTICE WE MUST ALWAYS CHALLENGE

People all around the world continue to face human rights violations at the hands of their own governments.

Many are persecuted solely because of their beliefs, ethnic or national origin, gender, sexual orientation, or economic status. Others endure appalling abuses for everyday actions that we take for granted, such as peacefully expressing themselves.

In many countries, there are no safeguards to protect people from unjust detention, unfair trials, and brutal violence.

You can help make sure there's always someone to speak up for human rights and all who defend them.

THE FUTURE WE CAN ACHIEVE, TOGETHER

Every death sentence overturned; every oppressive law changed; every torturer brought to justice – each win is a crucial step towards a world where human rights are enjoyed by all.

We know there'll be more heartbreaking setbacks along the way. But we're united by hope, determination, and belief in humanity. And we're sustained by the overwhelming evidence that our voices and our actions make a lasting difference.

We've already come so far – and we're getting closer to the day when all our work is done.

With your enduring support, we'll keep challenging injustice until that day comes – no matter how long it takes.



"Only when the last prisoner of conscience has been freed, when the last torture chamber has been closed, when the United Nations Universal Declaration of Human Rights is a reality for the world's people, will our work be done."

— Peter Benenson,
Amnesty International founder

THE DAY WILL COME



AMNESTY
INTERNATIONAL





ME

MOSTLY KEEPING UP IN DATARO
MEETINGS



STEWARDSHIP MODEL IN ACTION (BAU):

- 3 Standard **Bequest Multi Channel Campaigns** per year: DM, eDM & digital (Meta & SEM)
- 2 TM Campaigns per year: a **re-confirmation/status check** campaign & follow up campaign for DM/Survey recipients
- Supporter **Survey**: print & digital campaign (every 2 years)
- **Online Will** Partnerships: combination of organic traffic, digital campaigns & QR codes for print

STEWARDSHIP MODEL IN ACTION (FOCUSED PROJECTS):

- Location Projects: **pop up campaigns** (digital and physical) in communities with high propensity prospect numbers.
- Reactive Projects: identifies top prospects to **reactive/crisis/wins** work matching their action taking interest areas. We bring them together to celebrate success moments and connect with campaigners, researchers, issue experts and human rights defenders(local & global).
- Cohort Projects: specific, tailored content for top prospects in **audience cohorts** (Membership, RG, Core Activists).

STEWARDSHIP MODEL IN ACTION: REGULAR GIVING

**YOUR FIGHT FOR
JUSTICE HAS A
POWERFUL FUTURE.**



Scan here to learn more.

Thank you for your belief in justice.

YOUR LEGACY IS POWERFUL.

AMNESTY INTERNATIONAL



DEFENDING HUMAN RIGHTS

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Dear <Salutation>,

I know that you are a champion for justice. I know that you believe that an injustice anywhere, is an offence to justice everywhere.

This is why your support as a Human Rights Defender is so important. I'd like to thank you for your kindness. Your important gifts help to create long-lasting change that protects and supports those putting their lives on the line to challenge injustice around the world.

By leaving a gift in your Will to Amnesty International Australia, you will be making a promise that wherever human rights are at risk, Amnesty has the power to fight alongside the bravest members of our global community.

History has taught us that the fight for human rights will always be challenging. Justice and freedom needs to be fought for and won, or it's lost. Truth has to be spoken, or it's silenced.



AS A HUMAN RIGHTS DEFENDER, YOUR COMPASSIONATE SUPPORT OF JUSTICE HAS MADE AN INCREDIBLE IMPACT IN THE FIGHT FOR HUMAN RIGHTS AND JUSTICE ALL OVER THE WORLD.

Here's just a few of the wins your support has achieved:

November 2022: Close to two-thirds of UN membership supported a call to halt executions. With your support, Amnesty has been campaigning for all member states to

overturned in Iran, after 46,000 Amnesty supporters raised their voice for justice.

June 2023: The last detainees on Nauru were evacuated, after years of campaigning

A HUMAN RIGHTS DEFENDER, JUST LIKE YOU.

"I want people to be treated fairly. Amnesty International is an organisation that believes that too. Amnesty is unique, global and has been around forever - and really respected."

VINCENT, HUMAN RIGHTS DEFENDER SINCE 2016

"There are good stories that aren't being told - and so many things that need to change. We have to do the hard things and if you look at Amnesty International, that's what they do. Shining a light on what people need to see."

JENNIFER, HUMAN RIGHTS DEFENDER SINCE 2018

All Belgium's world record candle lighting action, Sint-Truiden Grote Markt, 4 June 2008. Credit Wouter Misstoen

AMNESTY INTERNATIONAL



TAKEAWAYS (WHAT AI DOES & DOESN'T DO) AT AMNESTY)

- **Cost** can be prohibitive.
- Doesn't change what **you know** about your people.
- Doesn't replace **the work**.

- Makes our CRM feel **easier to navigate**.
- **Strategic decisions** for resources & impact (we hope).
- Identify and **test** opportunities beyond 'top' prospects
- Our supporters are **always changing** – so does their GiW Ranking.

