

THE AMNESTY LEADER BULLETIN

What is it?

The Amnesty Leader Bulletin (or the Leader) is an email bulletin that goes to Amnesty group convenors and highly-engaged activists. It is the link between the activist portal and activists.

The Leader is emailed fortnightly (see the send dates below).

How to sign up to the Leader

Anyone interested in receiving the Leader can sign up at amnesty.leader@amnesty.org.au

How to submit articles to the Leader

Space in each edition of the Leader is limited. Every fortnight we check that the Leader has a good balance of types of content, and that content is of interest to subscribers.

Information to share through the Leader

- Updates, ideas, advice and good news from action groups, for action groups.
- Governance updates and opportunities eg information from the board, committee positions.
- Campaign updates.
- Campaign actions for groups or highly engaged activists eg meet your MP for homelands, share X on social media, hold an event for the fortnight of action.
- Upcoming training opportunities for activists eg campaign hookups.
- New campaign resources.
- International movement updates and good news.

Information to share in other ways

- General events in regions or national events (submit these to the regional newsletters).
- Opportunities that are open to the wider supporter base.

Submissions from action groups, committees and activists

- Check that your article fits the guidelines above.
- Content, either a full article or a pitch, should be submitted by Monday morning of Leader off-weeks (ie nine days prior to the send date) to amnesty.leader@amnesty.org.au
- The communications coordinator will let you know by Monday afternoon whether the article will run. Approved articles are then due Monday two days prior to send.
- Articles should be **no more than 250 words**.

Submissions from staff

- Check that your article fits the guidelines above.
- Submit content pitches to your relevant LMT before the LMT huddle on the Monday of Leader off-weeks (nine days prior to send).
- Those without an LMT can email pitches to candace.wright@amnesty.org.au

- Approved articles are then due Monday two days prior to send.
- Articles should be **no more than 250 words**.

Leader send dates 2014

Jan	22-Jan
Feb	5-Feb
	19-Feb
March	5-Mar
	19-Mar
April	2-April
	16-April
	30-April
May	14-May
	28-May
June	11-Jun
	25-Jun
July	9-Jul
	23-Jul
August	6-Aug
	20-Aug
Sep	3-Sep
	17-Sep
Oct	1-Oct
	15-Oct
	29-Oct
Nov	12-Nov
	26-Nov
Dec	10-Dec