

HANDLING OBJECTIONS

BRAVE

**AMNESTY
INTERNATIONAL**



Brave is a campaign that supports and protects HRDs. And that inspires more people to take action for justice, freedom and equality.

We are achieving our aims by building Amnesty into a 25 million strong movement so we have the strength to defend the brave.

Here are some ways to help you answer questions people might have about this. This document can be paired with the What is Brave and What are Human Rights guides, both will help you explain the campaign aims to your community.

OBJECTIONS

1. Why do you need my email?
2. What does Amnesty do with people's contact information?
3. I don't want to be asked for money
4. I have given my contact details before – you don't need them again.
5. How does AI spend / use the money? (See FAQs here: <https://www.amnesty.org.au/donate/faqs>)
6. What's the point? How can you make change?
7. Don't have time.

SOLUTIONS

Validation > Amnesty overall/ success/ bigger picture:

1. Use Honesty
2. Choice – it's your choice
3. Be positive
4. Provide incentives

Honesty - Yes Amnesty will contact you!

Your choice: You can unsubscribe at any time - All emails Amnesty sends out give you the option to unsubscribe at any time.

Be Positive - Amnesty contacts people to strengthen our movement and save more lives.

The kinds of communications you will receive include:

Campaign updates

- Calls to action (e.g. sign a petition, come to an event)
- Fundraising asks

Having a point of contact also proves that you are a real person, your name, postcode and email address help Amnesty have credibility and strengthens our movement.

- If you have given your email address before our system won't double up on communications to you.
- Including your email every time you sign a petition means that our system will recognise you, this helps because then we know that you've taken action again so we know how what you and our movement care most about.

Provide incentives: Receiving updates from Amnesty International helps you see the results of the actions you've taken. It also helps you sustain your involvement and keep you connected.



OTHER OBJECTIONS

People who think we are fundraisers.

- Use the poster 'Keep your coins, we want change' [link to poster]
- Display it in a prominent position so people can see it from far away.

Identify persuadables > those you can influence, then cut your losses.

- You don't need to change everyone's mind.
- If people are unwilling to help after you ask them and handle their objections, it's OK to let them go.

People who are on your side but want to talk for a long time.

- These people might be interested in joining your group.
- If you think they are keen and would be a good group member, invite them to your next meeting.
- Politely let them know that you've enjoyed the conversation with them but that you need to get back to the work you're doing.

Successes - What's the point?

Through our actions, people's lives are saved.

SUCCESS

When your action group goes out in your community and gets people to take action, it makes a real difference in the lives of people whose rights have been abused.

CAMBODIAN ENVIRONMENTAL ACTIVISTS RELEASED

What happened?

On 11 September 2017, two environmental activists – Hun Vannak and Doem Kundy – were arrested by police while filming two sand-bearing vessels anchored off the coast of Cambodia.

How did you help

Following their arrest and conviction, 10,330 Amnesty supporters sent messages to the Cambodian Embassy in Canberra calling for the release of Hun Vannak and Doem Kundy.

What happened?

Hun Vannak and Doem Kundy, were released on a seven-month suspended sentence on 13 February 2018.

TEODORA VÁSQUEZ FREED

What happened?

Teodora suffered a stillbirth and was sentenced to 30 years for 'aggravated homicide' under strict anti-abortion laws. She spent over a decade behind bars.

How did you help Teodora?

Amnesty International Australia supporters and activists took around 30,000 actions calling on the El Salvador's Minister of Justice for Teodora's release and women imprisoned for pregnancy-related complications, Local Action Group continued to work on her case in the years after. You also solidarity messages offering support to Teodora herself.

What happened?

Teodora del Carmen Vásquez was released from prison in El Salvador on 15 February 2018, after a court reduced her sentence.