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**BEING PART OF THIS  
MOVEMENT HAS  
SHOWN ME THE  
POWER WE ALL HAVE.  
IN UNITY WE CHANGE  
THE WORLD.**

**NINA ASHFIELD-CROOK  
CORE ACTIVIST**

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## **Activist Toolkit**

## **People Powered Activism**

Amnesty International Australia is powered by you and your activism.

We have the greatest impact when we grow our human rights movement and amplify your ability to create change.

Whether you are a newcomer to campaigning or a seasoned activist, you can design your own Amnesty journey with the support of passionate activists in your local area as well as national staff support.

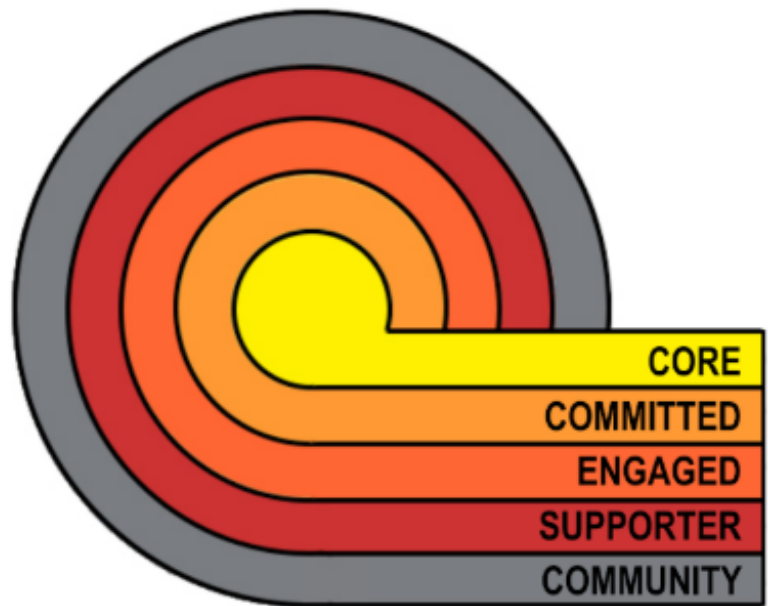
Together we will create a world that respects and protects human rights.

# Circles of Commitment - Building Leadership

Amnesty International Australia is committed to giving passionate activists the inspiration, skills and support to lead on human rights campaigns and develop localised plans and activities.

No matter your time and skill level there is an important role you can play in our movement. By understanding your circle of commitment, we can provide the appropriate support, development and resourcing throughout your activism journey.

What role can I play?



PLEASE NOTE- This diagram is an indication only. The Circles of Commitment are designed to cater for our diverse activist base. Each individual's activist journey will differ and this is a flexible tool to help us measure and guide this journey.

Circles of Commitment	Engaged	Committed	Core
Time commitment	1 - 3 hours per month	3 - 10 hours per month	10+ hours per month
Level of AIA activist training	Levels 1 & 2	Levels 1, 2 & 3	Levels 1, 2, 3 & 4
Attending and supporting meetings, events & activities	Yes	Yes	Yes
Contributing to the growth and impact of the movement	Yes	Yes	Yes
Coordinating meetings, events & activities	No	Maybe	Yes
Coordinating and mentoring other activists	No	Maybe	Yes
Contributing to planning and strategy	No	Maybe	Yes
Coordinating planning and strategy	No	No	Maybe

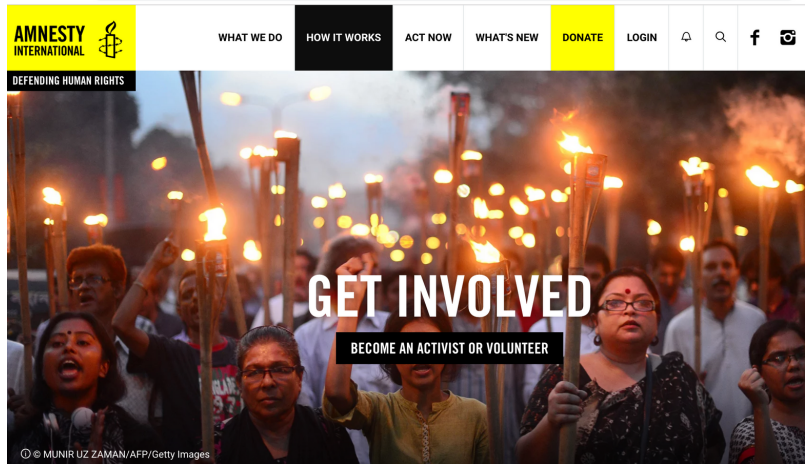
# 1. Community

- Has an interest in social justice and could be motivated to take action if presented an opportunity
- May not currently be aware of Amnesty International

Get more involved by completing an Expression of Interest form on the website

[www.amnesty.org.au/become-an-activist/](http://www.amnesty.org.au/become-an-activist/)

Now your activism journey begins with opportunities for development, training and progression.



# 2. Supporter

- Has signed a petition or may follow Amnesty International on social media
- Possibly an Amnesty International Australia member or donor
- Has not yet completed any trainings on the activist training syllabus  
E.g. Someone who occasionally attends events

## Who do I go to for support?

### Supporter Care Team

- The first point of contact for supporters -donations & memberships.
- Responding to Expressions of Interest,
- Coordinating "GetActive" introductory workshops
- Coordinating a national "Hands-on Help" network,
- Providing event materials - (eg. flyers, petitions, banners, t-shirts, etc)
- Processing invoices and expense claims for reimbursement

Contact Supporter Care Team at [activism@amnesty.org.au](mailto:activism@amnesty.org.au), or 1300 300 920 for event support and [supporter@amnesty.org.au](mailto:supporter@amnesty.org.au) for membership enquiries

# 3. Engaged

- Attends activist meetings
  - Takes on volunteer tasks but not responsible for coordination. Will have supervision and support from other activists or staff.
- E.g. group member who regularly volunteers for a stall or does letter writing, Action Centre activist who completes tasks under staff supervision

### Impact Team

The Impact team will work with Activists at different levels of engagement and at key points of a campaign strategy.

- Providing opportunity for the Engaged to take action
- Building excitement with committed activists through campaign hook ups and speaking at events
- Working with organisers to include Core activists in developing campaigns
- Providing opportunities for Core and committed activists to come to meetings with MPs and partners where possible.

## 4. Committed

- Delegated low level responsibilities such as event coordination or activist support

- Contribute to planning and evaluation

E.g. group member who coordinates a stall or sets up a meeting with an MP, Action Centre activist team lead

## 5. Core

- Plan and coordinate activities

- Mentor and develop other activists

- The face of AIA in their community

- Contribute to the development of wider strategies on regional and national levels

E.g. ALC President, regional campaign lead, convenor of a highly active local group

# Organising Team

The organising team is a team of six national organisers. The team builds, develops and supports activist leadership. Our Core and Committed Activists.

- Development of new leaders
- Running face-to-face & online training
- Developing leadership structures for campaigns
- Supporting campaign leads to develop movement strategies
- Facilitating activist involvement in campaign planning

Contact the Organising team on [communityorganising@amnesty.org.au](mailto:communityorganising@amnesty.org.au),

## Activist Leadership Committee (ALC)

There are seven Activist Leadership Committees around the country made up of up to 12 elected passionate and skilled activists. They exemplify the core level of engagement and they also play a vital role in supporting activists at other levels in their region.

They help motivate, coordinate and develop local human rights activism. They mentor activists and action groups, and participate in consultations on our vision, campaign priorities and policies.

Our Activist Leadership Committees are at the centre of our work promoting human rights.

Find out more here: <https://www.amnesty.org.au/how-it-works/how-were-run/our-people/>



**Access support and resources online! Here are some useful links:**

- [Current petitions](#)
- [Latest news and updates](#)
- [Activist Resources](#)
- [AIA logos and user guide](#)
- [Submitting an event / requesting funds](#)
- [Resources to manage activist burnout](#)

# Meet some of our activists!

## Ronnie, ACT / SNSW ALC President (Core)

"I'm passionate about supporting and empowering new and emerging activist leaders by helping them to develop strategy and organise events. I get support from the Organising team, who provide advice and updates on campaigns and opportunities that I share with my region. I also participate in monthly catch-ups with other regional presidents, to share ideas and advice."




## Che, Indigenous Rights Intern (Engaged)

"I'm an intern in Brisbane, in the Indigenous Rights Team. My role sits in the Impact team, and is to assist and support the members of the Indigenous Rights team, under supervision from the Indigenous Rights manager, Tammy. I am passionate about Indigenous Rights and my role allows me to learn more about the Amnesty's campaigns and get more directly involved in the advocacy work we do"







## Leticia, Convenor of Queer Amnesty International Adelaide Action Group (Core)

"As convenor of the Queer group in SA/NT, I support my group to develop a campaign strategy, as well as planning and running events. As I am also a member of the ALC, I liaise with my committee members and get support from them to ensure my group members have all the training they need. When we run events, we get material & financial support from the Supporter Care team."

Image- Semihandsome Photography

## Margherita, Regional Campaign Lead (Core)

"I am the go-to person in my region for groups working on the My New Neighbour (Refugee) campaign. I help activists develop strategies, partnerships and events in our region. The Organisers who are assigned to my campaign team are a great support to me and I rely on other campaign leads from around the country for ideas and advice. I get strategic campaign guidance from the Refugee Campaigner (Impact team) and support from my ALC, to ensure the refugee campaign has regional impact. When I coordinate Refugee events, I can rely on resources from the Supporter Care team, such as printed materials and payment of invoices"



## Carolina, Supporter Care Volunteer (Committed)

"I get support from the Supporter Care team but can also talk to the dedicated Volunteer and Admin Coordinator in the Supporter Engagement team, who helps me with day-to-day questions. I also get support from other volunteers in my team, via online catch-ups coordinated by staff"