

TIPS FOR RUNNING A
SUCCESSFUL CAMPAIGN

AMNESTY
INTERNATIONAL



USING WWW.DEMANDDIGNITY.ORG



A young activist performing at the World Social Forum, Belém, Brazil, January 2009.

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WHAT IS DIGNITY? WHAT DOES IT MEAN TO YOU? WHAT IS IT WORTH? MAKE YOUR VOICE HEARD ON THE WEB

www.demanddignity.org is an online community for people who want justice and equality. It gives people across the world the opportunity to share their voice in a global demand for dignity.

CONNECT WITH OTHERS

Use www.demanddignity.org to speak out about human rights and hear what others have to say. You can also respond to other people's voices and connect with them. If you choose to, you can be anonymous so that you are free to be completely open and honest about your personal experiences.

The site can help you to get in touch with people that you might want to campaign, volunteer, work or collaborate with. Use it to connect with people in your own community or on the other side of the world. You can find people who want to campaign on the same issues as you, or find out about what other people think is important.

Use the site to share the issues you see as being important in your community, use it to share your best campaigning moments. Your photos, videos and pictures

might inspire others. Alternatively, look at what other people are doing in order to get some ideas. Use it also to find out about Demand Dignity campaigns and get involved in local, national or international calls to action.

HOW TO SHARE YOUR VOICE

www.demanddignity.org lets you add your voice using SMS, email, social networking and messaging sites like YouTube and Twitter. You can also share your voice through independent blogs and connect to demanddignity.org through bookmarking sites like StumbleUpon and Delicious.

Tell your friends, human rights defenders and activists to add their voice to www.demanddignity.org.

PRACTICAL CONSIDERATIONS

Users of demanddignity.org are asked to respect each other's thoughts and opinions. The site trusts you to contribute thoughts that other people should hear about but please look out for any abusive messages and flag those for potential abuse of the site and its intentions.

USING SMS

If you communicate with the site using SMS, you can create an account using your phone number as an identifier so that the site knows who you are.



Join the campaign and share your thoughts about dignity by sending an SMS message to +447786 200220 (international text rate may apply). Your text message will be added to www.demanddignity.org.

