

GET PEOPLE TALKING  
ABOUT DEMAND DIGNITY

AMNESTY  
INTERNATIONAL



# MAKE YOUR MARK

## WHAT DOES DIGNITY LOOK LIKE? LAUNCH DEMAND DIGNITY CAMPAIGN EVENTS BY CREATING SOMETHING VISUAL THAT MAKES A STATEMENT ABOUT THE CAMPAIGN

**It's a great way of generating media interest as well as showing people what Demand Dignity is about and why they should support the campaign.**

### ACTION

Use the campaign symbol or the central campaign messages to create something striking that will get people talking about Demand Dignity.

You can make your mark in a small and simple way – such as putting up posters in as many places as possible – or do something large and spectacular, like projecting the symbol onto a parliament building at night! Whatever you do will help to get the debate started and add to the overall impact of the campaign.

### GETTING STARTED

Get a group of activists together to come up with ideas – see Action card 2 for tips on how to do this. Keep your ideas simple: the aim is to make people aware of the campaign so you don't need to say everything. Sketching the picture that you would like people or the media to see is a good way to keep your ideas focused.

Can you use your community or country's culture, history and geography to show what dignity means to you? Are there unusual, symbolic or prominent places where you can make your campaign mark? For example, in Peru there is a tradition of "writing" messages in the soil or vegetation on the sides of mountains. Think about how you can make a mark that is relevant to your community.

### IDEAS

You'll probably want to come up with your own ideas but here are some suggestions to get you started. You can use or adapt any of these.

- Use nature – draw the symbol in sand or snow, or cut it into grass, vegetation or hedges.
- Be symbolic – display the Demand Dignity symbol in significant locations, for example, near parliament or government buildings.
- Embroider or paint the symbol using a local traditional technique. You could involve community or local groups to help you. They could create squares or sections of the symbol that you can put together into one large display.
- Project the symbol onto a building at night.
- Stencil the symbol onto walls, public spaces, galleries, bridges, roads or paths. You could use "clean graffiti" techniques such as a high pressure hose on a dirty surface. Remember to get permission!
- Wrap or cover a famous building or landmark in your town or city with the symbol. Is there a building covered in scaffolding? Ask the owner if you can hang a banner from it.
- Work with other organizations, such as trade unions, faith organizations or other groups that support your work. They might let you use their buildings to display banners.
- Ask people to display posters, stamps or stickers in colleges, community centres, cafés, shops, community notice boards and house or car windows.
- Wear it. Get people to show their support for the campaign through clothes and other items, for example:
  - T-shirts, bracelets, badges and fake tattoos with the symbol on.
  - Merchandise, such as pencil cases, pens, erasers, bus or train ticket holders – these can be popular with young people.
  - Stickers with the symbol and an appropriate version of the slogan. For example, you could give stickers that say (((RAISE THE VOLUME!))) to musicians to put on their instruments or cases.



Hundreds of people take part in the “Stand Up and Take Action against Poverty” event in New Delhi, India, 17 October 2008.

## SHARE IT

We want to share all the different ways that Amnesty International campaigners make their mark, so make sure you take pictures or films. See Action card 5 for how you can share your action with other activists and supporters.

## PRACTICAL ISSUES

- If you’re going to do something visual in a public place, you might need to get permission.
- Think about how long your “mark” will last – for example, if you draw the symbol in sand on a beach, you need to make sure that the media are there before it washes away!
- If you are going to hold a launch for your “mark”, try and set up a stall where activists can sign people up to Demand Dignity and Amnesty International.
- Make sure the media know about what you are doing – see Action card 4.

**Before you start planning ways that you can make your mark, read Action card 8 on making a loud noise. You could maximize the impact of your campaign by planning and running these activities together.**