



Since November 2006 I've been working with Amnesty International Australia to develop a new concept to really immerse potential supporters into the human rights cause.

On 19th March a life-size replica of David Hicks' cell in Guantanamo Bay appeared in Martin's Place, Sydney and is now embarking on a nationwide tour of Australia.

Members of the public are confronted with a large orange box in the street, surrounded by large campaign banners, and a sinister, intriguing soundtrack.



If they wish they can step inside the replica cell of David Hicks (an Australian who has been held unlawfully for five years, and whose imminent trial by US Military Commission contravenes the Universal Declaration of Human Rights) and when the door closes, try and experience what his life is like. He is held in his tiny cell for at least 22 hours a day, sometimes shackled, always with the fluorescent lights on, and never with an external view.

Or they may choose to watch the outside of the cell, where world events of the last five years unfold to remind them just how long David Hicks has been imprisoned without a fair trial.

Most importantly of course...having been engaged with some or all of the various aspects of the installation (including some brilliant face-to-face advocates and volunteers) they can sign up at any of the weatherproof stations to sign a petition to ask for David Hicks to be brought home to Australia for a fair trial (and even watch their signature appear digitally on the outside of the wall).

It has been amazing to watch ideas exchanged over beers in a pub after an inspiring speech from Amnesty International's Secretary General, become reality. Well done to everyone involved from Amnesty, and thank you to my partners and colleagues at Marlin Communications, Voluntas, and of course Pareto Fundraising. You have helped make charitable support a tangible experience.



**BRING DAVID HICKS
HOME**



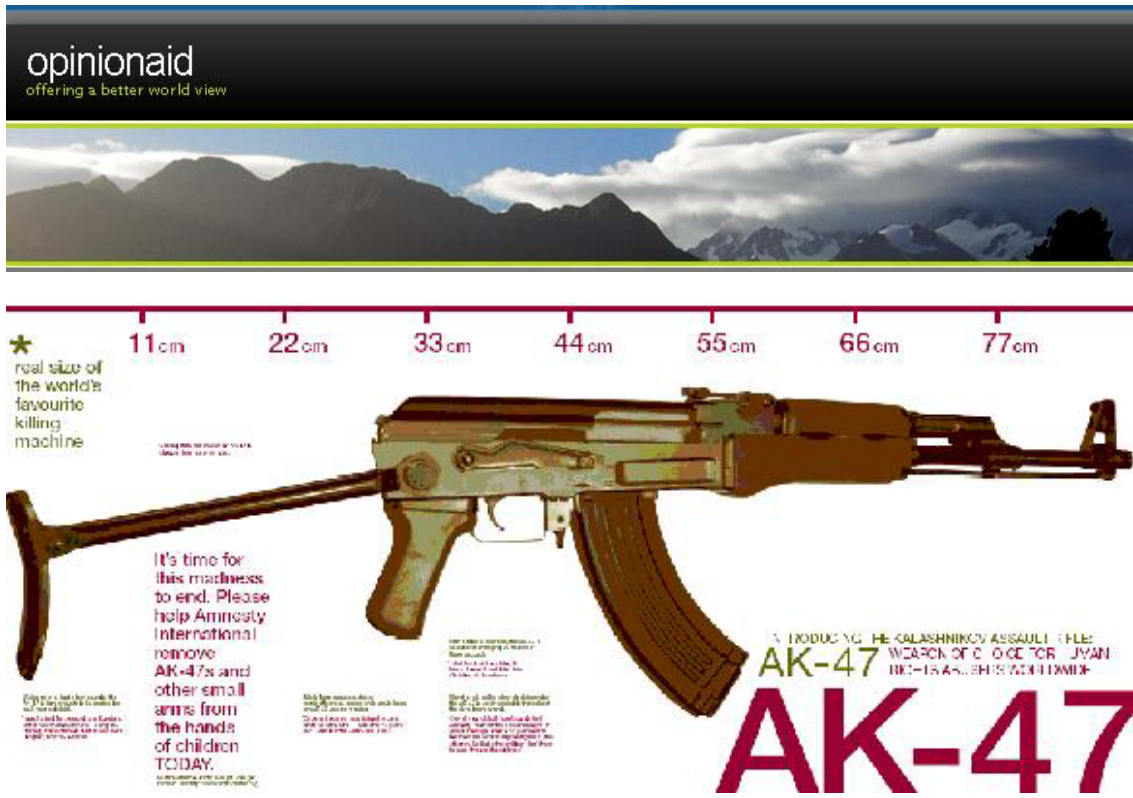
It's always a challenge to recruit new regular givers. This insert, which utilizes a low production cost format, has been developed to grab people's attention by focusing on the need for David Hicks to face a fair trial, ensuring that previously orchestrated judgments of his innocence or guilt are suitably set-aside so that interest can be generated towards the real human rights abuses being dished out at Guantanamo Bay.

**FIVE YEARS.
NO FAIR TRIAL.**

By including a petition to PM John Howard, we are aiming to lift response by combining immediate action with the need for ongoing support to expose and fight human rights abuses all around the world.

The fundraising has been directed specifically towards recruiting regular givers, since their life-time value is greater than those of new cash donors (and of course inevitably many people will use the same form for a one-off donation anyway!).

My brilliant clients at Amnesty delightfully helped us sculpt a convincing case for support that turns interest into action. This illustrates that the right message in the right media is what it takes.



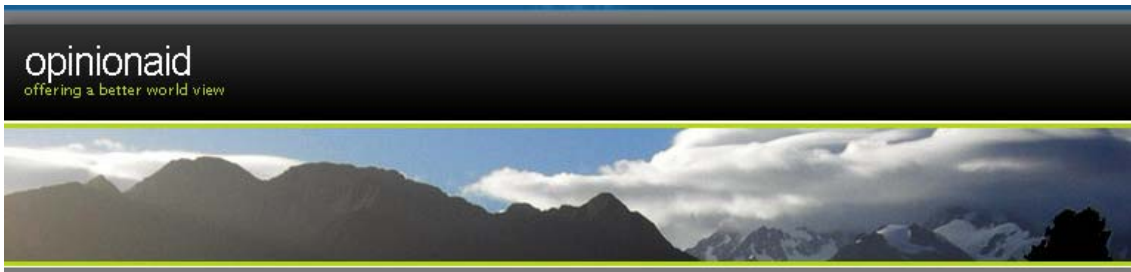
A brilliant brainstorm with my designer buddy Karl Tischler at Marlin Communications, led to the idea for this mail pack.

“What would be great is if we could put a gun in people’s hands and say ‘would you give this?’” I said.

“Why don’t we?” he replied.

And so we did, we sent a life-size picture of an AK-47 with a life-size picture of a child soldier on the reverse – hoping to ensure that few would resist the desire to interact with and gawp at the leaflet.

Accompanied by a strong letter explaining why controlling the arms trade will stop children being forced into killing, the pack turned more than a few heads, and became a big hit with existing supporters.



One of my favourite fundraising experiences was helping FARM-Africa to develop FARM FRIENDS whilst at Bluefrog in London. Having seen with my own eyes what this charity's farm animal loan projects could do when I visited Ethiopia in January 2004, I am proud to have directed the development of this 'gift product' for launch before Christmas 2004.

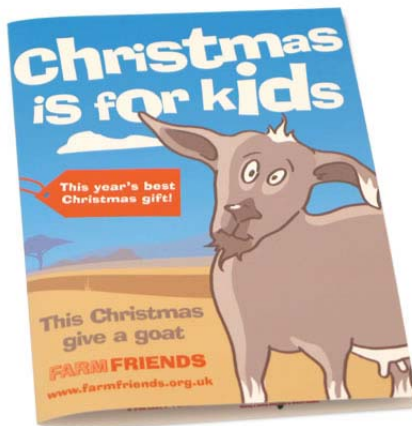
The concept was simple – replace socks and Christmas biscuits with a desirable double-gift.

The present is a quirky, model of a chicken or goat, the real gift is that an African family receive a real brood of chickens or goats to feed themselves and start a small business (which they 'pay-back' to the charity in future by assign on a new brood of kid to another family). The result was an e-commerce website, a brief foray into the complexities of injection-molded toys, and a highly original integrated marketing campaign that left its charity inhibitions at the (barn) door.



Sadly, I had to say goodbye to FARM FRIENDS when I came to Australia but **by being different** the campaign continues to this day, now with sheep, bees and camels in tow.

Buy some at www.farmfriends.org.uk





A successful trial of SMS fundraising was brought about by the creation of these two beauties.



A sun-visor was handed out to all the protective mothers of children at the beach, and the car-window stickers featuring a Union Jacked-up rose was left under windscreen wipers and handed to the young'uns.

Each drove the audience to respond by text message – either with a donation-text or with entry to win a custom-designed surfboard. It's no surprise that the competition generated more texts than the donation ask – but it was rad that the surfer dudes (and surfer-wannabes) could be converted into regular donors when we called them up a week later and asked them.

The response technique and technology was new. The surfer audience 'traditionally' hated kill-joy RNLI Lifeguards. And some of the brand design guidelines got locked in the VW-combi along the way. I'm grateful to RNLI for allowing us to take risks with this campaign.