



walk your talk

'get active' for Survival



Survival





'Walk your talk' is a proverb used by some North American Indians, meaning put your beliefs into actions. To **'walk your talk'** is to get involved, be it through raising awareness, raising money or doing both at the same time. There are so many different ways to **'get active'** and all of them make a real difference to the lives of tribal peoples around the world.

WELCOME TO WALK YOUR TALK

Survival's 'get active' guide

BECOME A CAMPAIGNER

Survival needs campaigners!

Public opinion is the most effective force for change; by raising awareness and challenging prejudice against tribal peoples, you have the power to make a real difference. Here are just some of the ways in which you can put your beliefs into action...



LEAFLET

Distributing Survival literature is a fantastic place to start spreading the word and encouraging people to find out more.

about survival

We can send you Survival brochures, bulletins and posters to distribute or display in your local area. We've had a great response in the past from libraries, universities, schools, galleries, museums, craft and health food shops, and even tattoo and body-piercing studios!

campaigns

If you would like to support a specific Survival campaign, such as the Dongria Kondh, Kalahari Bushmen or the Enawene Nawe Indians, let us know and we will send you our urgent action bulletins and leaflets to distribute.

stamp out racism

Newspapers, television and the Internet have a massive influence on public opinion. The aim of our **Stamp It Out** campaign is to persuade the media to stop using derogatory terms such as primitive and stone-age when referring to tribal peoples. Survival can supply you with **Stamp It Out** postcards to send to editors wherever you find racism against tribal peoples in the media.

DEMONSTRATE

Demonstrations and vigils are a time-honored way of calling for change. Grabbing a placard and joining Survival at one of our demonstrations or vigils is a practical way to show your commitment to the movement for tribal peoples, and to meet like-minded people. To join our demo mailing list, please email info@survival-international.org.

SCREEN

Screening films about the cultures and struggles of tribal peoples really helps to bring the message home. Why not show a film to friends or have a lunchtime screening at your place of work or study? We can send you a copy of our recent films *Mine*: *Story of a Sacred Mountain*, narrated by Joanna Lumley and *Uncontacted Tribes*, narrated by Julie Christie. To find out more about our films, please visit: www.survival-international.org.

WRITE

Survival was the first in its field to use mass letter writing to demand recognition of tribal peoples' rights. Letters are a powerful expression of public opinion, holding governments and companies to account. Template letters are available on our website, so it really does take a couple of minutes. We can also email a letter to you. All you then need to do is print, sign and post!

**'It is better
to have less
thunder in the
mouth and
more lightning
in the hand.'**

Apache proverb





To maintain our integrity and independence, Survival does not accept funds from any national government. Our supporters finance everything we do. You don't have to be a millionaire to make a difference; just be enterprising and get others involved. Here are some ideas of how to get started...

BE ENTERPRISING

SELL

running a stall

Local fairs and events are great places to raise funds, and to talk to people about Survival's work. We can supply many of the things you will need to set up your stall. Do let us know what's going on in your area.

netting a profit

Selling things via Internet auction sites is both quick and easy. EBay also allows you to donate a percentage of profits from the things you sell directly to Survival.

holding a car boot sale

Clear out your home of unwanted things and help raise vital funds.

SPONSOR

Sponsored events know no limits! They can be anything from sitting in a bath full of beans to dizzying sky dives.

high-profile events

Survival often has reserved places for supporters to take part in major events such as the London Marathon, details of which can be found on our website.

DIY

Half the fun of a sponsored event can be in thinking up something original to catch people's interest and make them want to dig deep. We're sure you'll come up with lots of ideas, but if you need any inspiration, email us or give us a call.

JustGiving

Setting up a website through **www.justgiving.com** can help you organise your event through the Internet. You can set up your page so that all donations go directly to Survival, and GiftAid can be claimed where applicable.

RECYCLE

Turn your rubbish into cash! We are collecting old mobile phones, printer cartridges and obsolete currency. Contact Survival to arrange a free collection.

PARTY

You're no doubt a popular, fun-loving type, so why not use your effortless charm to host an event for Survival? Each year supporters around the world host a 'Tea for Tribes' party to raise vital funds for tribal peoples. To find out how you can get involved, please visit www.survival-international.org/teafortribes.

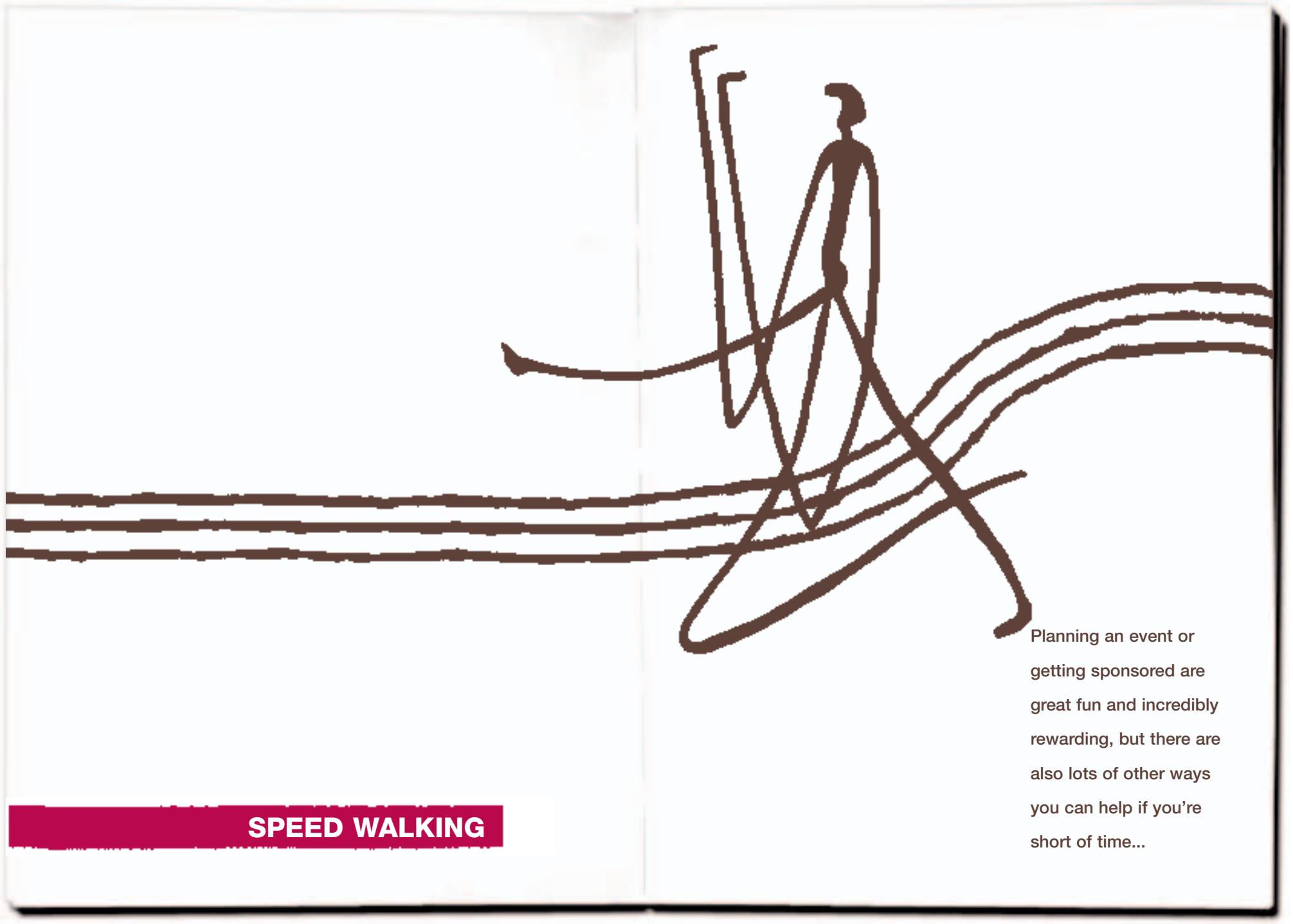
Over the years, a number of supporters have organised benefits for Survival – from weekend-long festivals with music and dance workshops, to theatre productions; from black-tie balls to readings in cafés.

If you are interested in organising an event and would like help, advice or support, please contact our events team who will be more than happy to get you started.

**'The journey
is the reward.'**

Taoist proverb





SPEED WALKING

Planning an event or getting sponsored are great fun and incredibly rewarding, but there are also lots of other ways you can help if you're short of time...

TELL A FRIEND

Stuck for a topic of conversation in the lunch queue or at the photocopier? Tell a friend about Survival's work for tribal peoples, and help spread the word!

PUT UP A POSTER

Help promote the movement for tribal peoples – pin a Survival poster to your work bulletin board, in your student union, your school or at your local supermarket.

HAVE YOUR SAY

Get involved and post your comments on the issues currently facing tribal peoples around the world in Survival's online blog: www.survival-international.org/blog

SEND OUR CARDS

Each year, Survival offers a stunning range of Christmas cards, with beautiful images from some of the wintiest places on the planet. Buying and sending our cards to all your family and friends is one of the easiest ways you can support us. All profits help fund our urgent work with threatened tribal peoples.

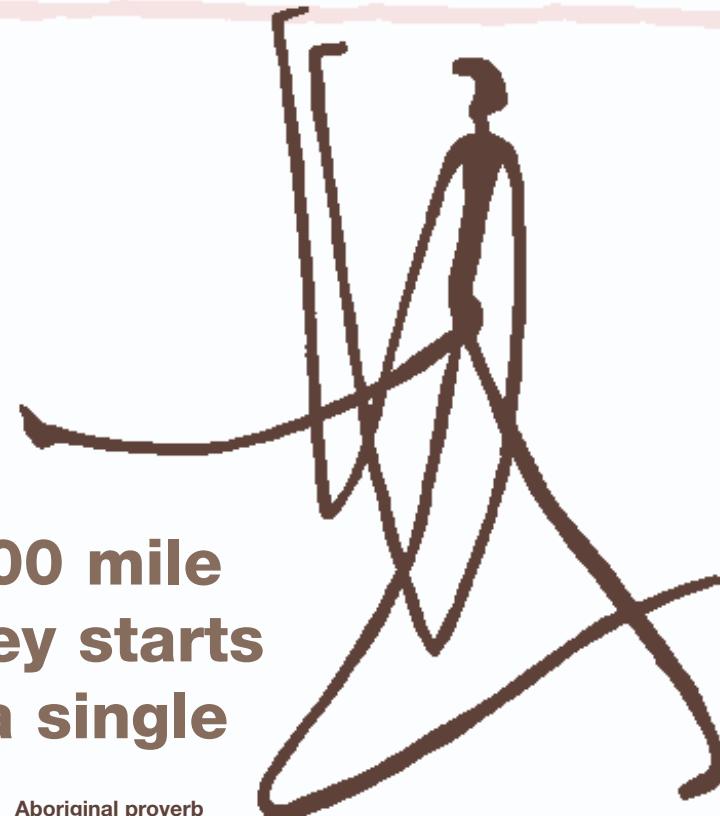
SEND US YOUR IDEAS

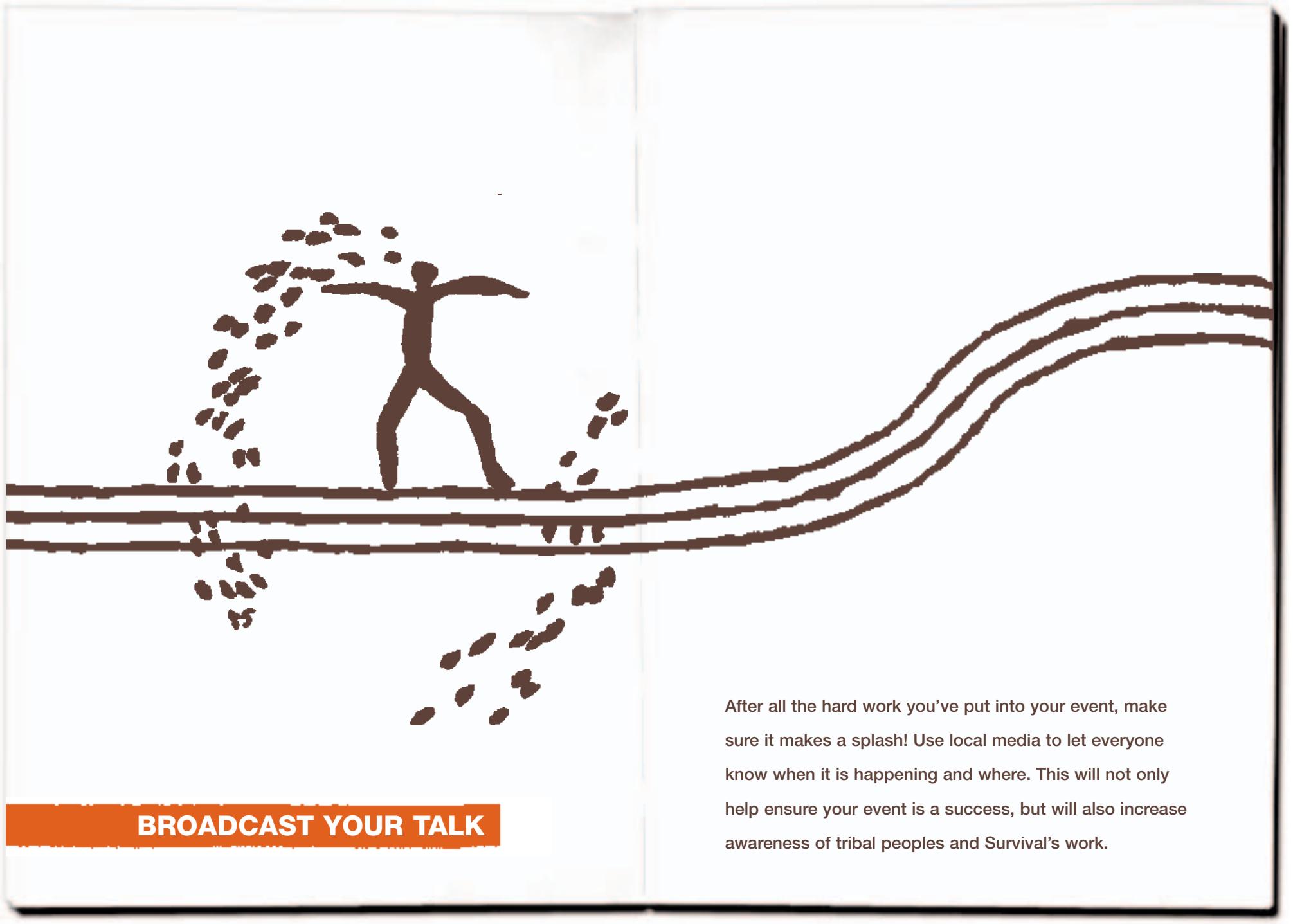
We are always looking for new ways to raise awareness and fund our work, and would love to hear from you if you have any new ideas.

Email us at:
info@survival-international.org

**'A 1000 mile
journey starts
with a single
step.'**

Aboriginal proverb





BROADCAST YOUR TALK

After all the hard work you've put into your event, make sure it makes a splash! Use local media to let everyone know when it is happening and where. This will not only help ensure your event is a success, but will also increase awareness of tribal peoples and Survival's work.

SPREAD THE WORD

find out names
of the news and environmental editors of your local newspapers, BBC, independent local radio and TV stations.

send introductory letters
with information about Survival, enclosing a brochure and bulletins. Follow up letters with phone calls.

address letters directly
and to the specific person if possible. Write to the editors, and clearly mark correspondence 'For Publication', where relevant.

use 'Survival International'
when first mentioning the organisation in your publicity.

the Survival logo
Any materials that include our logo need to be approved by Survival. This is to ensure that all relevant copyright regulations have been met. Please contact Survival for assistance.

send us press clippings
we want to know about your successes!

PROMOTION

Survival's work is unique and interesting, and your event will be too! Try to ensure this comes across when promoting Survival and your event. Remember, journalists are bombarded with information, so make sure your material stands out.

 Offer concrete stories and inform journalists of Survival's recent successes.

 Look for 'special interest' sections and angle your message accordingly.

 Local media loves anything visual – send photos of your event or ask Survival to send you some images from our gallery.

 Use social networking sites such as Facebook, Twitter and MySpace to broadcast your event to your friends.



'We will be known forever by the tracks we leave behind.'

Dakota proverb

THINGS TO CONSIDER

There can be lots to consider when starting out on a fundraising venture, and it might be hard to know where to start. The following pointers should help you focus your planning and ensure your event is a phenomenal success!



THEME & AUDIENCE

Decide on your target audience (children, teachers, adults etc.). This will help you to focus your ideas and plan your event effectively.

FUNDING & ORGANISING

Be realistic about your budget and keep in mind all hidden costs and extra expenses.

GET SPONSORED

You'd be surprised how many local businesses will want to donate drinks, food, prizes, or even a venue, particularly if you say that the event will attract media attention and that you'll mention their company in all publicity.

PLANNING

Write a 'to do' list, prepare a realistic timetable and set yourself targets.

GET HELP

Events can be a lot of fun, so why not ask friends and family to give you a hand.

TIME & PLACE

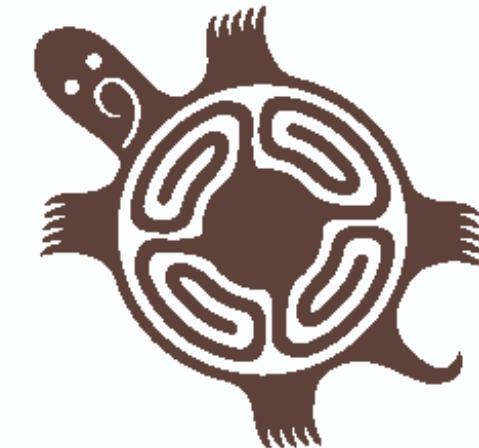
Find a suitable venue. Ideally you should try to arrange a venue that is free of cost and will be appropriate for your audience. Check whether the date of your event coincides with any other local or national event to ensure maximum attendance.

PUBLICITY

Write to your local paper, try to get a celebrity involved if you can, make posters, flyers, send emails, tell colleagues, friends, family, *anybody!*

HAVE FUN

Planning an event takes time and commitment, but once you have the basics covered, it will be a blast!



**'If you fail
to plan, you
will plan to
fail.'**

Akan proverb



LEGAL ISSUES

FINANCE

The percentage of proceeds that are to be donated to Survival from your fundraising event must be clearly indicated on your event publicity and/or tickets. Survival's registered charity number is 267444.

PERMITS & LICENCES

Permits or licences are required for the following activities: raising money by selling goods in public places and house-to-house collections. If you are part of a larger event, the event organisers should have already granted licences. Contact your local authority for further details.

Also, if you are considering running a raffle or small lottery, please contact your local authority before you begin to check for any licensing requirements.

PUBLICITY

Get permission. When advertising your fundraising event you must ask permission and consult the appropriate authorities/interested parties before putting up signs or posters. **Remember, any printed materials that include Survival's logo need to be approved by Survival.**

SAFETY

Before you confirm the venue for your fundraising event, consult the Health and Safety Executive at:

www.hse.gov.uk
or call 0845 345 0055.

This will ensure that all regulations have been met. These include: fire precautions, accessibility (traffic disruptions), and first aid requirements.

DISCLAIMER

Any liability that results from the misadministration of a fundraising event rests with the organiser(s) of the event. Survival is not responsible for any injury or loss to any participants or their property during the event.

You are responsible for documenting any risk assessment for all your proposed activities and contacting the necessary authorities.

The authorities should advise you to take out insurance if necessary.

We also suggest you send the authorities a schedule of your event to make sure all the activities have been approved.

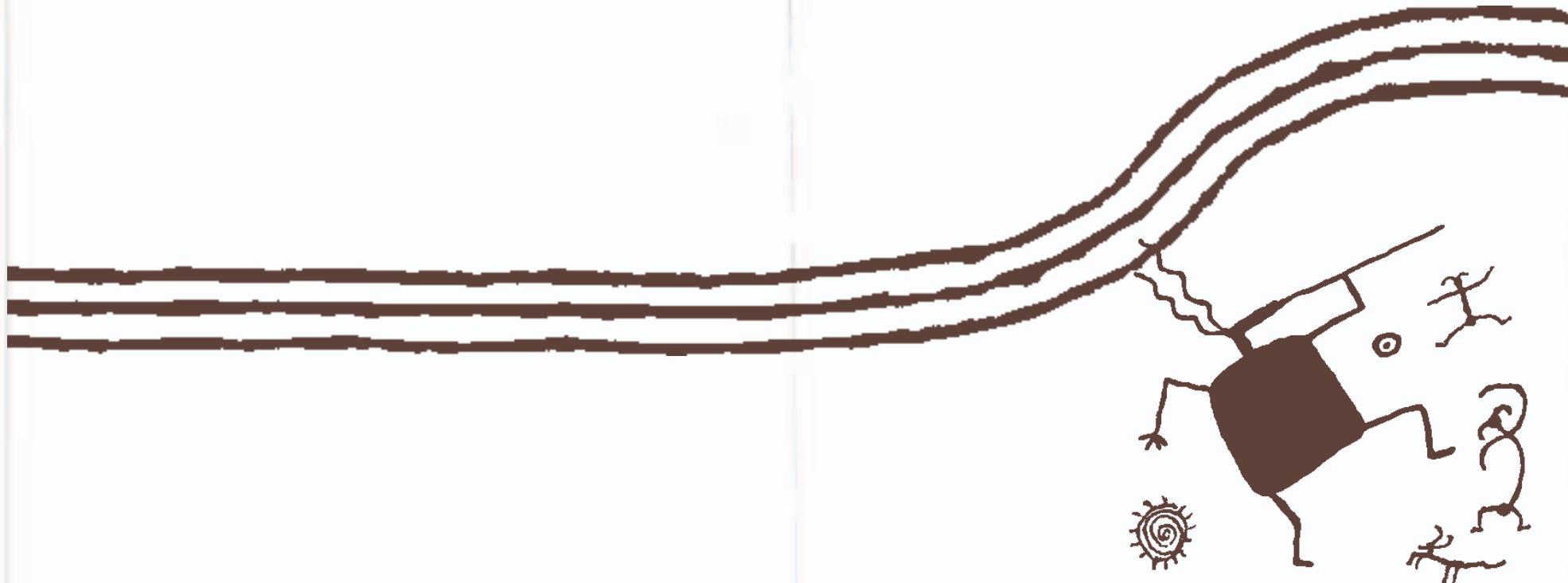
'A danger foreseen is half-avoided.'

Cheyenne proverb



WALKED THEIR TALK

Here's what some of our supporters
who 'walked their talk' have achieved...



Kate & Corwen

embarked on a sponsored pilgrimage from Dorset (UK) to Santiago de Compostela in Spain, travelling with a handcart emblazoned with Survival posters. They raised £1,195 along the way – well walked!

Malcolm

climbed Mount Kilmanjaro in Kenya and raised a fantastic £1,386. On reaching Uhuru Peak – the highest point in Africa – he was rewarded with a breathtaking sunrise.

A school in Truro

donated all proceeds from their production of *Yanomamo*, a musical about the Yanomami Indians of Brazil and their forest home.

Pierre

from Montreal sent out Survival brochures with his birthday party invitations, asking his friends for donations instead of gifts.

We'd love to hear about your ideas and events, so do let us know how you get on – email info@survival-international.org

Chris

from Leeds organised a weekend festival called 'Tribal Survival' with workshops, music, dancing and more. He and his team raised a massive £4,000 for tribal peoples.

Polina

from St. Petersburg organises letter-writing lunches with work colleagues. In total they have written over 1,000 letters.

Glenda

sells plants and apples from her garden and collects used cartridges, coins and old mobile phones for recycling – all to raise funds for Survival.

Amy

coordinated Fiji's first ever Iron Maiden Challenge, during her time with Tribe Wanted. She completed her jungle run in just 33 minutes, and swam through shark-infested waters for 1 hour 37 minutes. Well done, Amy!

THANK YOU

By 'walking your talk' you will be making a vital contribution to the movement for tribal peoples. Without your support we can do nothing. With it, we can help tribal peoples take on the governments and corporations that threaten their existence – and win!

We hope this pack will help you put your ideas into action. If you need any more advice on how to make your event a success, please feel free to contact us; we are always happy to help.

Good luck!



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