



walk your talk

'get active' for Survival

Survival



WELCOME TO WALK YOUR TALK

Survival's 'get active' guide



'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.

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 membership brochures, postcards 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 Kalahari Bushmen or the Enawene Nawe Indians, let us know and we will send you our urgent action bulletins and leaflets to distribute. We can also provide petitions.

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.

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 organisations to account. Put your biro to good use, and write a letter for tribal peoples. If you need some help getting started, template letters are available on our website.

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.

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

Apache proverb

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 have fascinating documentaries and films about tribes from all over the world, just waiting for an audience!



An illustration featuring three parallel, wavy lines that start horizontally on the left and curve upwards towards the right. At the top of these lines, on the right side, are four stylized human figures. The first figure is a woman with her arms raised in a celebratory gesture. The other three figures are men standing side-by-side, looking towards the viewer. The entire illustration is rendered in a dark brown color.

BE ENTERPRISING

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...

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 or Triathlon, 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, 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 suave sophistication and effortless charm to host a party or benefit for Survival?! By charging your guests a small fee, holding an auction or asking for donations you can help tribal peoples at the same time as upping your social status by showing everyone what a fabulous host you are – what could be better?

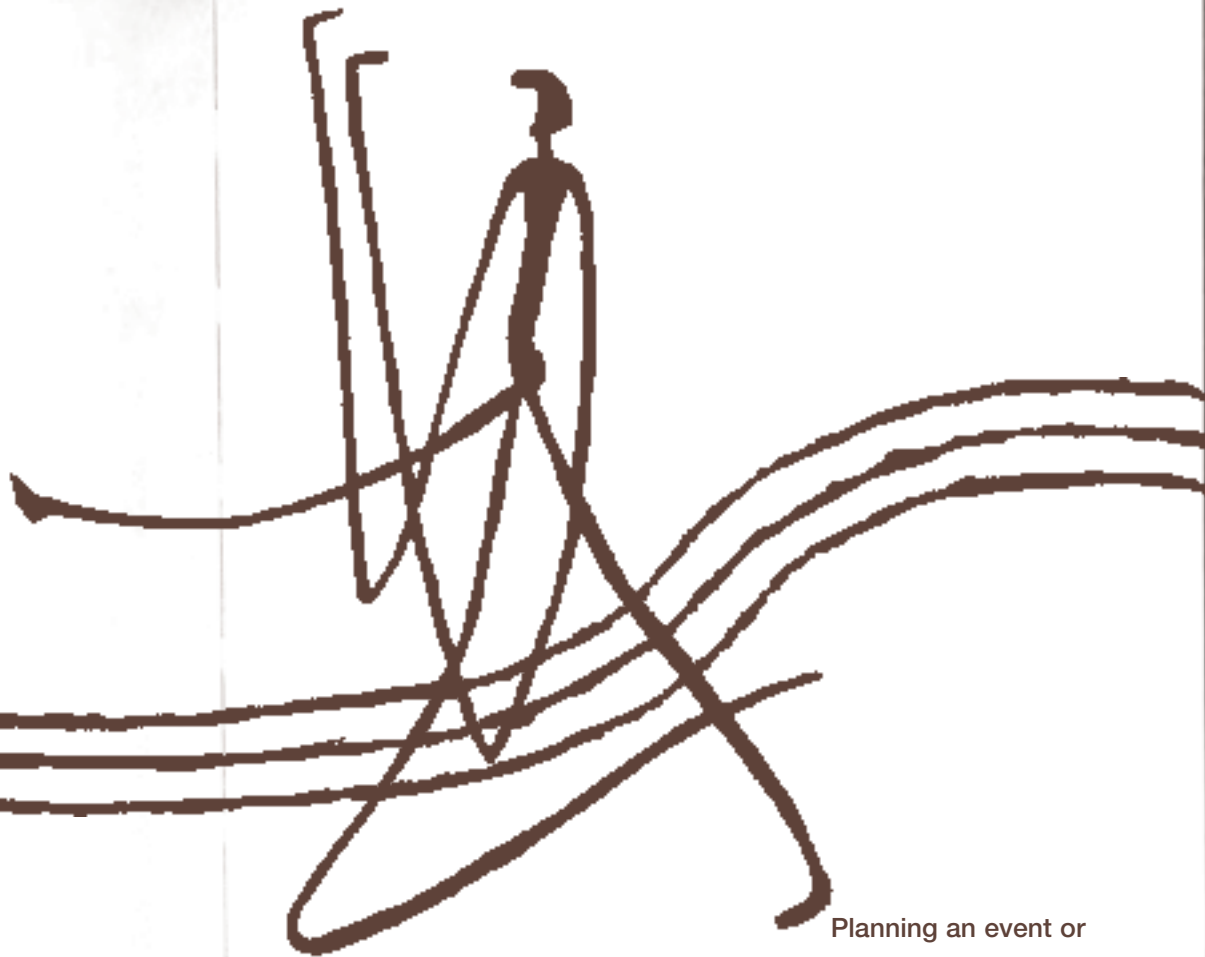
Over the years, a number of supporters have organised benefits for Survival – from weekend-long festivals with music and dance workshops, to theatre productions; from black-tie balls to readings in cafés.

If you are interested in organising a benefit and would like help, advice or support, please contact our events team who will be more than happy to get you started. We have some fantastic resources such as tribal food recipes and stories from around the world to inspire your event.

**'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!

HAVE YOUR SAY

Add your voice to the thousands of people who are calling for recognition of the rights of tribal peoples by signing a petition or voting in our online poll.

SEND OUR CARDS

Survival has a beautiful range of Christmas cards, notecards and e-cards, all of which use stunning images, and feature Survival's contact details. All profits help fund our urgent work with threatened tribal peoples.

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.

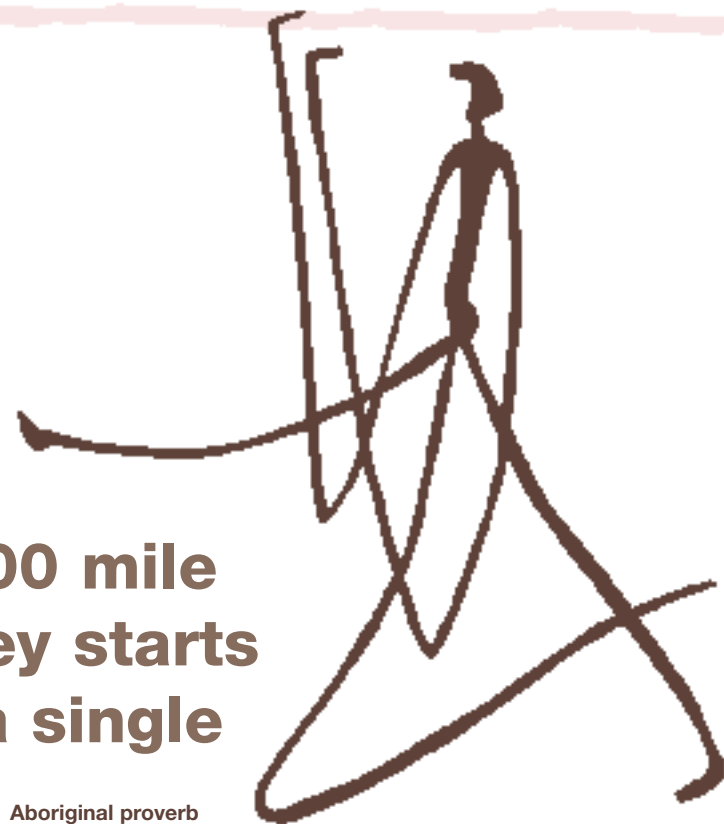
SEND US YOUR IDEAS

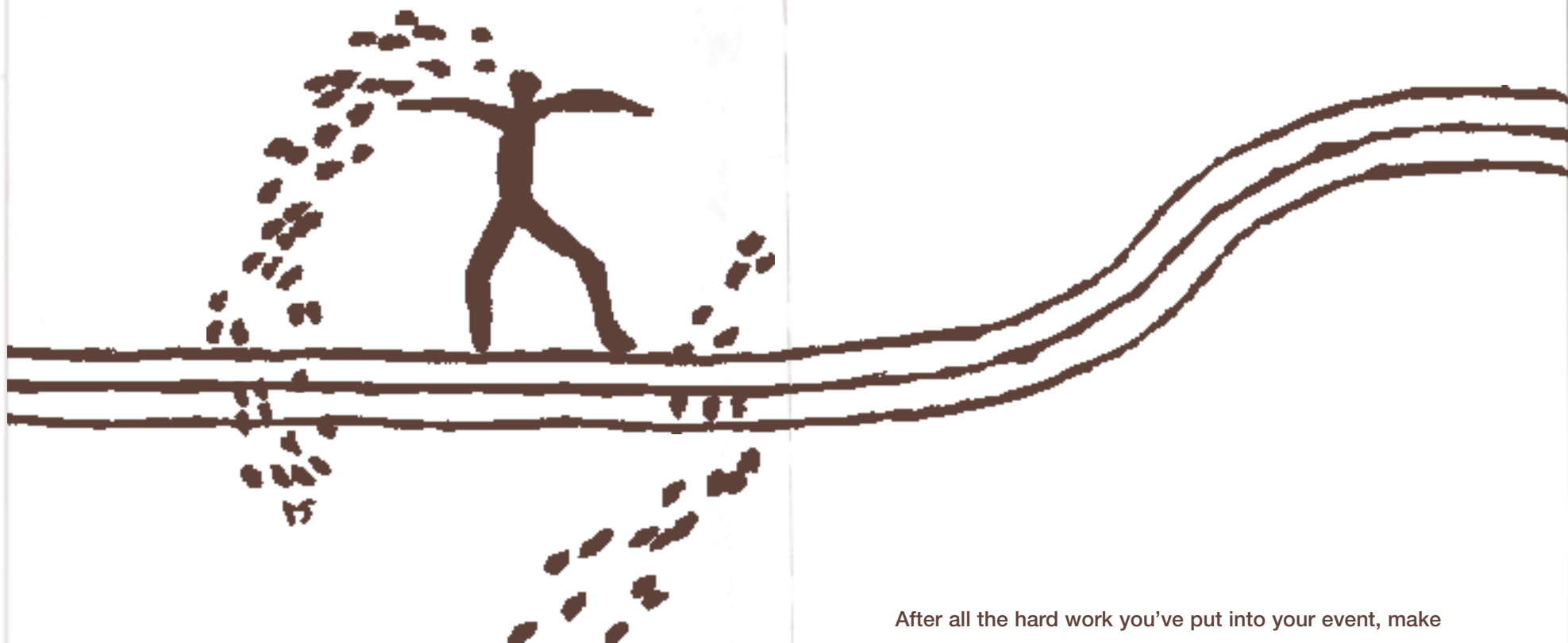
We are always looking for new ways to raise awareness and fund our work, and would love to hear from you if you have any new ideas.

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 stations and regional 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

must appear in all advertising.

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.



**'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.

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

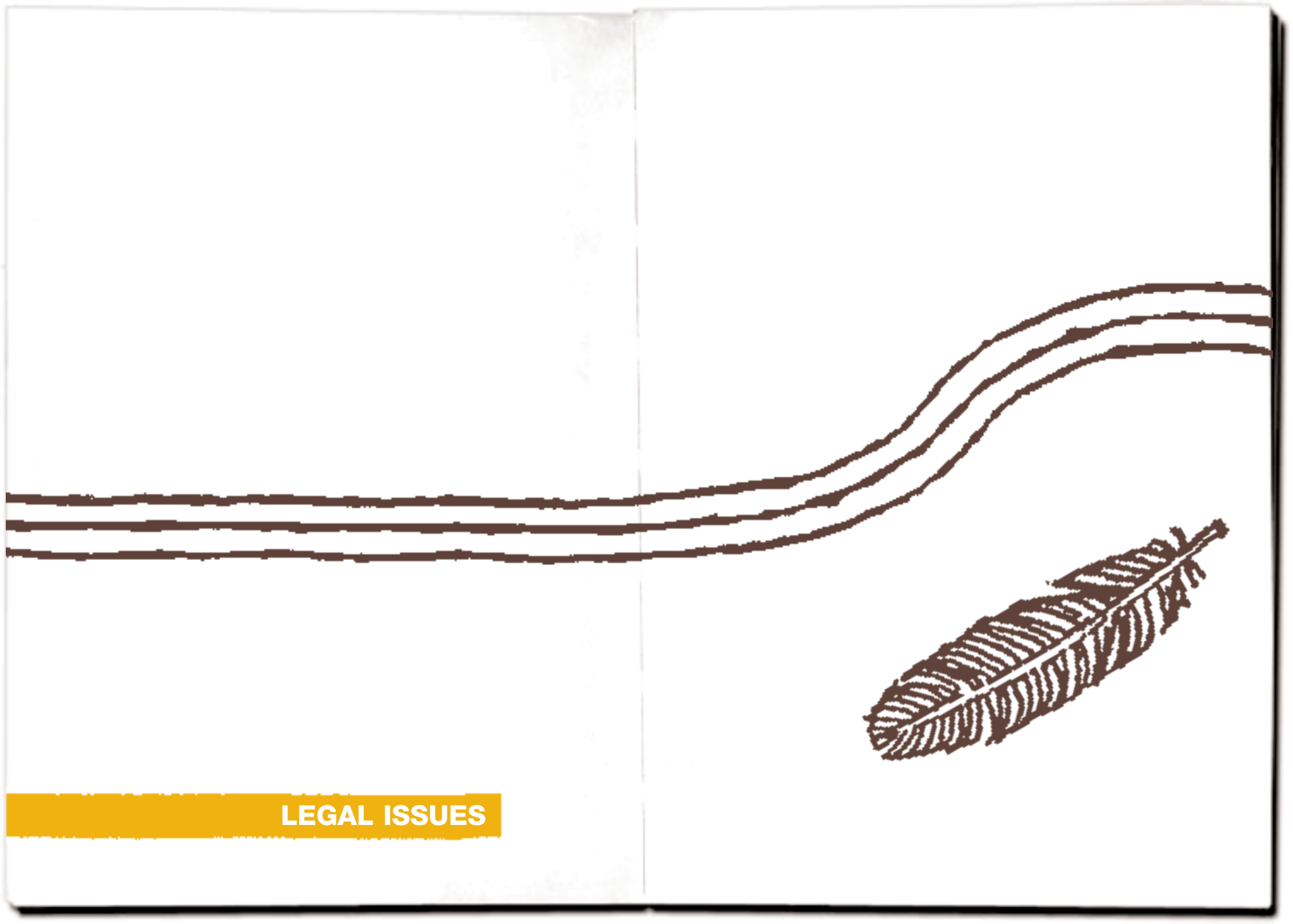
Write to your local paper, try to get a celebrity involved if you can, make posters, flyers, send emails, tell colleagues, friends, family, *anybody*!

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.

Please contact your local authority for further information.

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.** This is to ensure all relevant copyright regulations have been met. Contact Survival for assistance.

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.

SAFETY

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

www.hse.gov.uk
or call **08701 545500**.

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

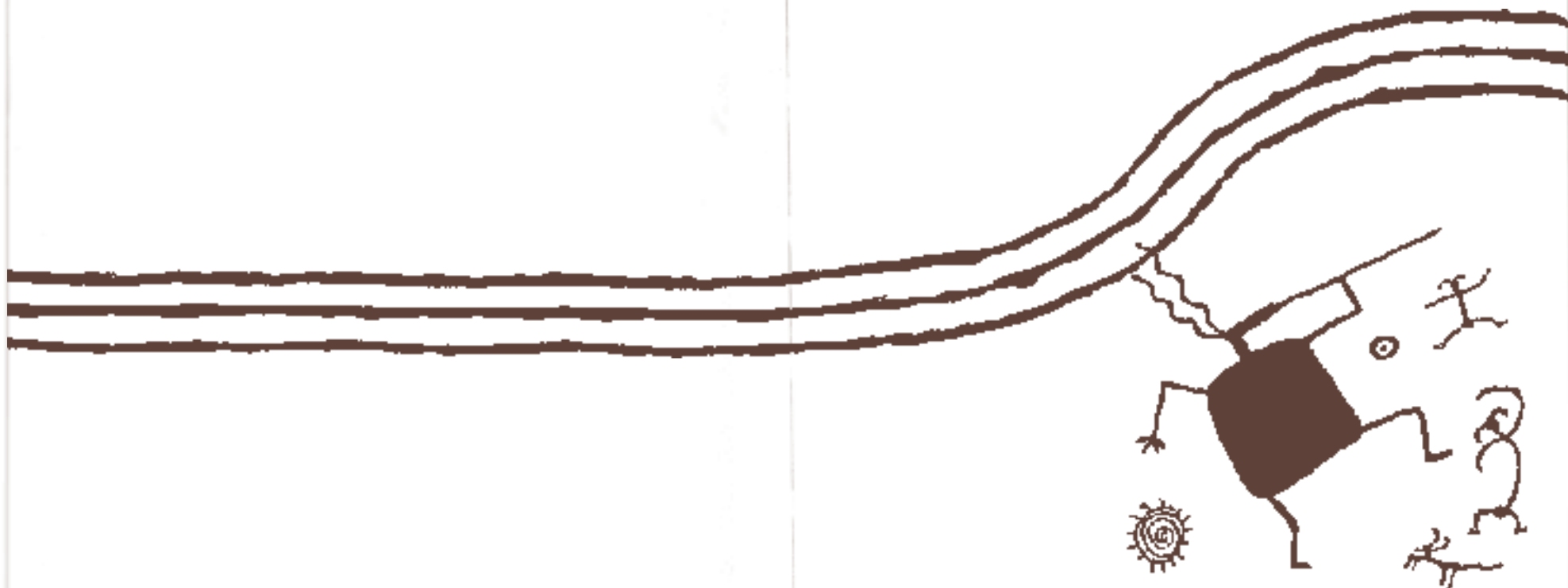
The authorities should advise you to take out insurance if necessary.

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 hand-cart emblazoned with Survival posters. They raised £1,195 along the way – well walked!

Hardeep

from Chicago charges her sons a 'taxi levy' when she gives them a lift, and has raised \$40 for Survival.

Polina

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

Pierre

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

We would love to hear from you about your ideas and events, and will post your stories on our website to inspire others.

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.

A school in Truro

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

Harkiran's

4th birthday party had a rainforest theme. All the guests donated to Survival rather than bring presents, and the party bags included a plant and a copy of Survival's new cartoon book 'There you go!'

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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Survival International Charity Trust
Registered charity 267444

