



# GROUP ACTIVITIES

SET IN MOTION  
**AMNESTY**  
INTERNATIONAL



# Convenor notes

Begin by conducting a brainstorming session with the group on ways to measure your success. Ask one person to write the ideas down on butcher's paper or a whiteboard, and have someone else take minutes.

Use handout one as a prompt for the brainstorming.

Once you are finished, you can choose to conduct both an evaluation exercise and a goal-setting exercise, or simply do one or the other.

## GROUP EVALUATION EXERCISE

Ask the group for examples of group successes over the past year (or agreed timeframe).

Ask someone to write up the answers on butcher's paper or a whiteboard.

If the answers have been recorded in minutes of previous meetings and they are not to hand, or the group member responsible for recording this information is absent, allocate one or more group members to finding the answers.

Then ask the groups these questions and have someone write up the answers:

- How are we most active?
- How can we improve our work?
- What has contributed to our success in the past year?
- What has hindered our success in particular areas over the past year?
- What extra support (eg training and mentoring) would help improve our group's success in the next year?

Be sure to discuss your ideas with your Community Campaigner who can provide your group with extra advice, resources and support where needed.

## GOAL SETTING EXERCISE

Conduct a brainstorming session on ideas for group activity in the next year (or agreed timeframe).

Divide the group into pairs and give each pair a suggested activity. Ask them to list some ways to measure the success of the activity.

Each pair can then present their ideas to the group.

As a group, select at least one activity to undertake in the following few months and create measurable goals for it. Use handout two to ensure the activity meets SMART objectives.

Once the activity is completed, choose another one!

## PURPOSE

To set the scene for a group planning activity for new or existing groups.

To evaluate past successes and identify opportunities for improvement in the quality and quantity of group activity.

**Time:** Approximately one hour



Amnesty International UK groups prepare to campaign for Patrick Okoroafor. © AI



Schools groups in Rybnik take part in the AI Poland letter writing marathon. © AI



AI France holds a flower-laying ceremony in front of the embassy of Iran in Paris to protest the execution of Delara Darabi, a juvenile offender who had been granted a two-month stay of execution. © AI

Cover: A silent march by Amnesty International members supporting recommendations of the *Bringing them home* report into the effect of forced removal on Indigenous families. © AI

## HANDOUT 1

# Measure group success



## Good idea

Have someone take minutes at your meetings. That way you can record your successes and measure your progress towards your goals.

Acknowledging your group's successes is good for morale and sets goals for future activities.

It is important to look at success according to your group's purpose and core activities.

Each year you can get goals during a group planning meeting (or when establishing a new group).

Targets should be reviewed every three months to track your progress or respond to changes in the group.

### Ways of measuring success, and then setting measurable goals and targets each year, could include how many:

- Letters are written and petitions and postcards signed by group members and through group activities.
- People visit a stall or attend an event.
- People join your group or become a supporter of Amnesty International through your activities.
- New group members stay for a long period of time
- Flyers are distributed by your group.
- People sign up to receive an e-bulletin through your activities.
- Events are organised by your group.
- Hits there are on your group's webpage, blog or wiki.
- Local contacts are made with other non-governmental organisations, schools, councils, local business, churches etc.
- Group mentions there are in your local media.
- Contributions are made to regional or national communications (eg regional e-newsletter)
- Meetings are held with more than five people present.
- Times you get feedback about group activities and the quality of the feedback.
- Letter-writing nights are organised by your group.
- Group members attend regional committee meetings or training sessions.
- Contacts are made with other Amnesty International groups.
- Clear roles there are for group members.

### Some other questions to consider when assessing your group include:

- ? How many members in your group.
- ? Do members represent a mix of age groups.
- ? How vibrant are the group's fundraising activities? Is your group self-supporting? What fundraising options have you tried? How much money have you raised for Amnesty International.
- ? Are group members growing in campaigning confidence and skills.
- ? How many people do you have on your contact list (people you contact about events or receive information but don't come to meetings).
- ? Is your group happy and productive.
- ? Are you retaining members.

## HANDOUT 2

# SMART objectives

## Specific

Is there a precise behaviour or outcome that is linked to a number, percentage or frequency?

## Measurable

Is there a reliable system in place to measure progress towards the achievement of the objective?

## Achievable

With a reasonable amount of effort and application can the objective be achieved?

Your goals and objectives must be:

## Realistic

Do the people working on the objective have (or can they get) the necessary skills to do a good job?

## Time-bound

Is there a clearly defined start and/or finish?