

Amnesty International USA Uses Blackbaud Sphere™ to Connect Online Activists



Founded in London in 1961, Amnesty International is a Nobel Peace Prize-winning grassroots activist organization with more than 1.8 million members worldwide. Amnesty International undertakes research and action focused on preventing and ending grave abuses of the rights to physical and mental integrity, freedom of conscience and expression, and freedom from discrimination, within the context of its works to promote all human rights. Amnesty International USA is the U.S. Section of Amnesty International, with more than 360,000 members nationwide.

Challenge

- Amnesty International USA wanted to recruit and mobilize its activists around the country.
- The organization needed to mobilize members to join the call for Congress to reauthorize the Violence Against Women Act.

Solution

- Amnesty International USA used Sphere® eMarketing Advanced™ to build an online community for its 700 Women campaign.
- With Sphere's CMS technology, the organization enabled supporters to sign a petition to Congress, download posters and flyers, and sign up to receive updates and action alerts.
- Amnesty International USA used online engagement tools to organize in-person lobbying visits to members of Congress.

Results

- Nearly 96,000 petition signatures were delivered to Congress.
- Amnesty International USA was able to organize 200 delegations in 46 states to bring their anti-torture message to members of Congress.



Massoud Hossaini/AFP/Getty Images

Afghan women and girls gathered in Kabul to celebrate International Women's Day.

“Sphere’s CMS technology has allowed us to easily create customized campaign websites and manage the user experience.”

— Kevin Reid,
Director of Internet Communications,
Amnesty International USA