



# It doesn't get better than this...

*Next week is Protect the Human week; the launch of a major new initiative from Amnesty International. Their goal is to inspire one million people in the UK to stand up for humanity and human rights by 2010.*

**So it's also a great time to celebrate a truly extraordinary direct marketing result which Amnesty and Whitewater have achieved together. It's a reminder to us all of why we do what we do. And it's inspirational!**

It's a story about a woman called Rebiya Kadeer, a mother who spoke out about the needs of people in her local province of Xinjiang, China. The Chinese Government gave her eight years in prison for her trouble.

We produced a direct mail pack and insert which gave prospective members the opportunity to send postcards to her prison guards. We decided that the best way to demonstrate what Amnesty is all about was to engage people in a real campaign, for a real, specific person.

The fundraising results were awesome, driving down Amnesty's cost of acquisition to levels they hadn't seen for years.

But satisfying though that is, its significance fades in the face of one simple fact: this activity contributed to the almost immediate release of Rebiya Kadeer.

Thousands of people joined the international campaign by sending postcards (and nearly all joined Amnesty at the same time). The authorities got scared. And they released Rebiya.

Pictured opposite is Rebiya, on a recent visit to London, holding our insert. She took a few copies away with her as a souvenir and asked for more so she could send some to her old prison guards!

It just doesn't get any better than this.

Are you one of those people who love Amnesty's work but never get round to joining? Protect the Human Week is a fine time to put that right. To join, text 'Amnesty1' to 64118 (standard text charges apply).

**Email me if you'd like to hear more.**  
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***This is the fifteenth advert in a series of 16. You can view the others online at [www.whitewater.biz](http://www.whitewater.biz)***

a window into  
whitewater