

internship

APPLICATION OF MARKET SEGMENTATION THEORY

AMNESTY INTERNATIONAL

國際特赦組織香港分會



Human Rights Campaign and Education
4%

General Donations
11%

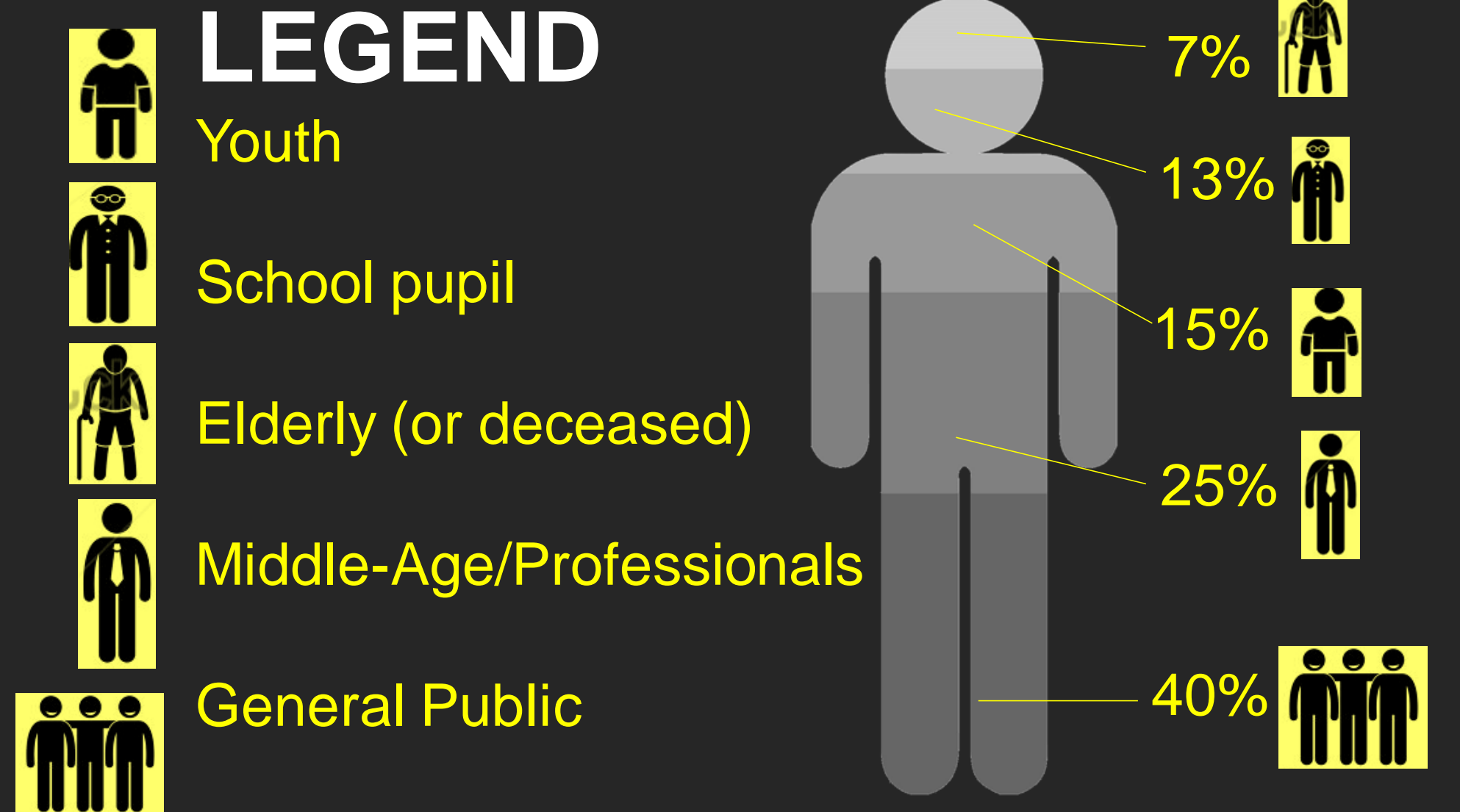
IN FUNDRAISING OF – STATUS QUO & THE WAY FORWARD

In 2014,

96%

of AIHK's income came from **Donations and Membership Fee.**

Donors' Demographic Segmentation at AIHK



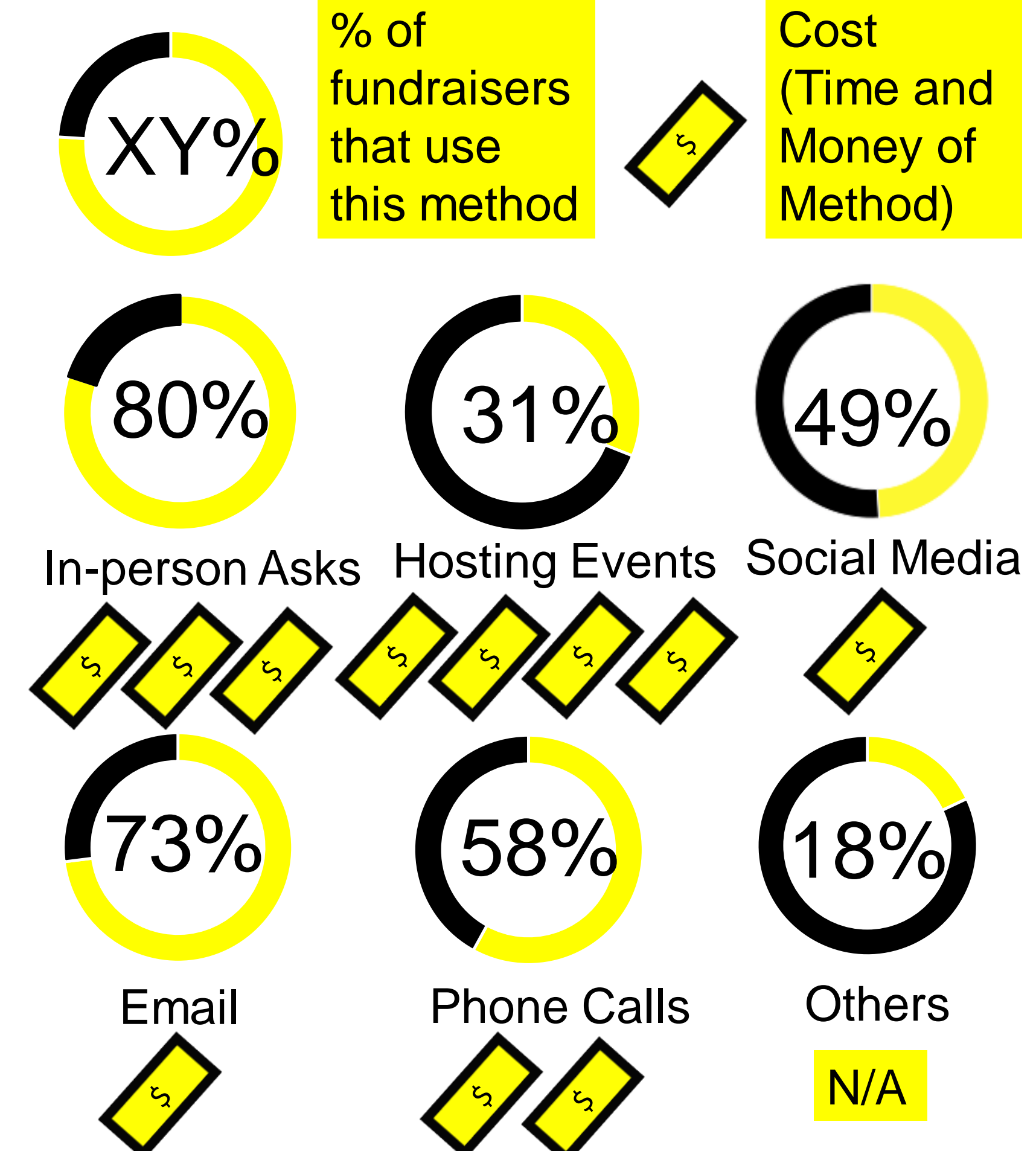
In order to maintain objectivity and independence, AIHK receives donations from governments, corporations or political organisations.

STATUS QUO

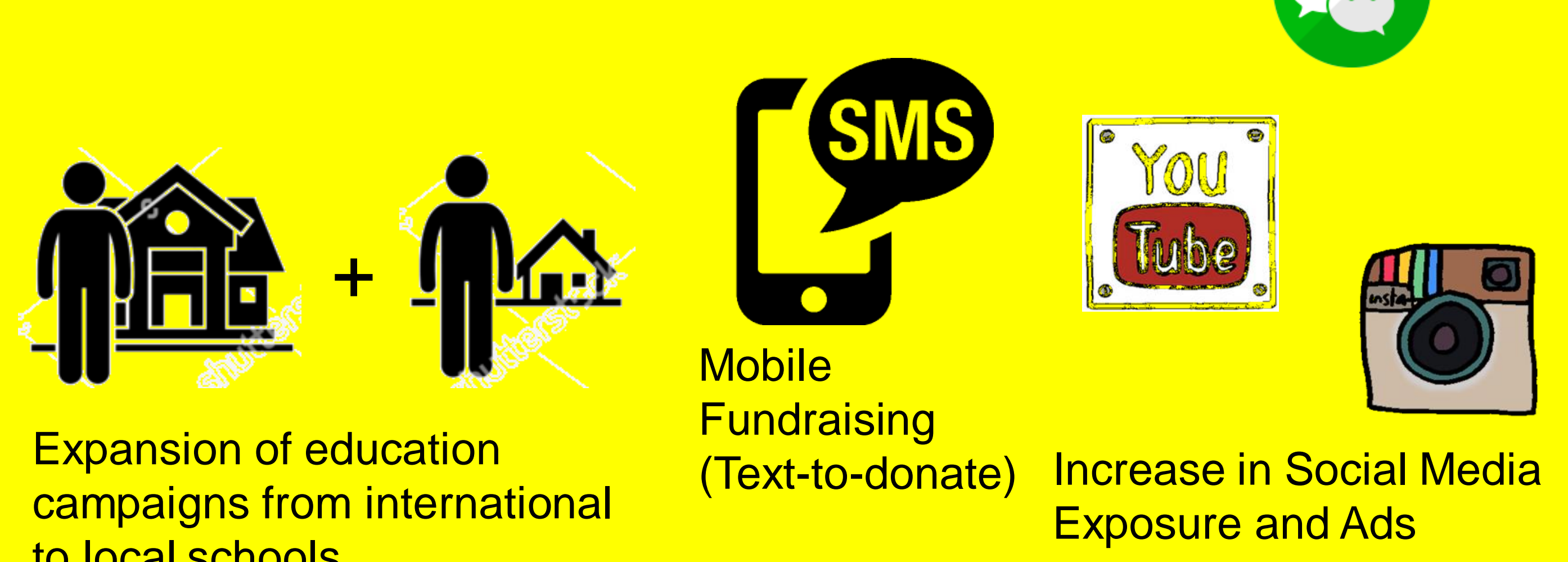


#RESEARCH

General Fundraising Method



THE WAY FORWARD



NGOs that use online fundraising tools raise **SIX** times more money than those who don't

#DONATE
#FOR
#HUMAN
#RIGHTS

(Source: Run Walk Ride Fundraising Council)

The Poster is submitted by LEUNG LOK HIN (UID:3035184776), an intern at Amnesty International Hong Kong, as a partial fulfillment to the course FOSS2018. The internship is titled "Fundraising, Branding and Communication at iNGO" Special THX to AIHK & Run Walk Ride Fundraising Council for providing the data.