



# Customize your Campaign

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## Key Takeaways:

- 1) Identify the available resources on campus
- 2) Anticipate obstacles and limitations like food contract obligations
- 3) Include students **and** faculty, especially at commuter schools

## Identify Available Resources

Student groups should understand that every college and university has unique limitations and strengths. While furthering Fair Trade efforts at Penn State – University Park, a large campus with over 40,000 students – it has been important for us to identify ways to obtain **funding and resources**. As a student group we have limited resources; luckily Penn State recognizes our limitations and offers student groups funding for events like hosting speakers or sending groups to conferences. The university also provides classrooms, lounges, and lecture halls for our activities.

## Anticipate Obstacles

However, the university does not fund everything, and understanding what events we can and cannot have on campus has been essential to our campaign. As a large university we have lots of contract with different food vendors and businesses, and all of our events must be in accordance with the contracts our university has with these groups. For example at club functions we cannot sell products that violate contracts. Understanding these limitations **before** an event helps us avoid problems later on. It is important to **identify the type of institution** you are working with and anticipate different obstacles you might need to overcome early on in the process.



## Include Students and Faculty

While working to organize Fair Trade at Penn State Brandywine we had to **first** approach our faculty **before** reaching out to the general student body. As a small commuter school building a dynamic community proved difficult. Students often left campus after their classes were done, so getting them involved with extracurricular activities, like Fair Trade, was a challenge. But, by appealing to the faculty and drawing them to the movement, we were able to **incorporate Fair Trade into the classroom** which then became part of the students' learning and curriculum.

Fair Trade then became something **familiar** to many students and it became much easier to reach out and ask students to get involved. Make sure that while identifying the people your campaign needs to reach out to, that you also think about how best to encourage them to become a part of your Fair Trade movement.

**Sometimes having a student club or organization is not enough, and finding other routes becomes necessary. So get creative and seek out new allies as you work to grow the campaign!**



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*She recently transferred to Penn State's main campus in University Park where she continues to advocate for Fair Trade as the Social Media Coordinator for Fair Trade Penn State (a student group on campus). Sarah now serves as a member of Fair Trade Colleges and Universities National Steering Committee.*

