



Campaigners' Guide:

Steps & Suggestions for Providing Sustainable Leadership and Support for Your Campaign

Getting Started

For many campaigns, leaders often leave or step down in order to pursue other ventures. It is extremely important to **solidify and sustain your campaign** within the Fair Trade movement **early** on in order to tackle leadership turnover and maintain momentum. The best way to do this is through **recruitment**.

Recruitment is Key!

Begin the recruitment process by **Power Mapping**

- This is the process of **identifying who your allies and key decision-makers** are on campus or in your town. Who do you know? Look at the existing relationships that you or members of your campaign have with these individuals. **Consider making a list or drawing a diagram**, like below, to see where there are connections between these folks and your campaign.
- Once you've identified who these folks are, then you can move into the next phase of power mapping: **aligning your interests**. Outreach to individuals or groups to gauge how their interests align with your campaign's mission and values as well as how you can support and strengthen each other's efforts.
- Look **'outside of the box'** and connect your campaign efforts with other **sustainability and social justice** efforts.

	Event	Organization	Individual
Very interested & Available			
Interested & Somewhat Available			
Interested & Not Available			

What's In It For Me?

An important part of recruitment is the emphasis of this question: **what's in it for me?** It's important to **help new committee members understand the benefits of being involved** in the Fair Trade movement. Use **narrative** to your benefit. Coffee is, aside from the obvious goals that many campaigns have from the start, helping your campus and community become more sustainable and making a difference in the lives of farmers and artisans around the world, dig in a bit deeper. For instance: gaining valuable community organizing experience, resume building, networking, study abroad or immersion opportunities. There can also be academic benefits i.e. students can earn credit for working on a Fair Trade campaign through programs like the [Certified Nonprofit Professional \(CNP\) credential](#) through the [Nonprofit Leadership Alliance](#). See if your campus participates [here](#).

Collaborate!

Partnering with other clubs and organizations on campus can also help to guide and provide structure for campus organizing and advocacy – in this case, **FAIR TRADE!** If your campus has social justice or sustainability policies and/or commitments, find out how your campaign can partner with these efforts. Co-sponsoring events is not only a fun way to bring different groups on campus together, it also can lead to more attendance and participation at events. Thus, leading to more interest in your campaign!

Get funded!

When building your team, consider how to **establish a form of funding** for events and giveaways. Consider **becoming recognized as a club through** the specific processes your campus has in place – such as **Student Government** or **Student Senate**. With this funding, you'll be able to provide some neat fair trade items for your fellow students.

When in doubt, bribe them with Fair Trade chocolate...

Who doesn't like free giveaways, especially ones that are as ethical and delicious as Fair Trade chocolate? This is another great way to spread the word about Fair Trade to your fellow students. **Free chocolate can be the key to their stomachs and their minds!** By attaching a blurb about what Fair Trade is and why it's important, this technique can also help educate your peers on campus.



For more tips and case studies on building and maintaining your team, check out these resources!

[Sustainable Leadership 101 — Fair Trade Campaigns](#)

[Strategic Partnerships – Creighton University](#)

[Form a Fair Trade Committee – Manhattan College](#)

[Building Coalitions – Mayan Hands](#)

[Customize Your Campaign – Penn State-University Park](#)