



Fair Trade Colleges and Universities: Event Guide

Steps & Suggestions for Planning Fun, Educational, Fair Trade Events at Your College or University



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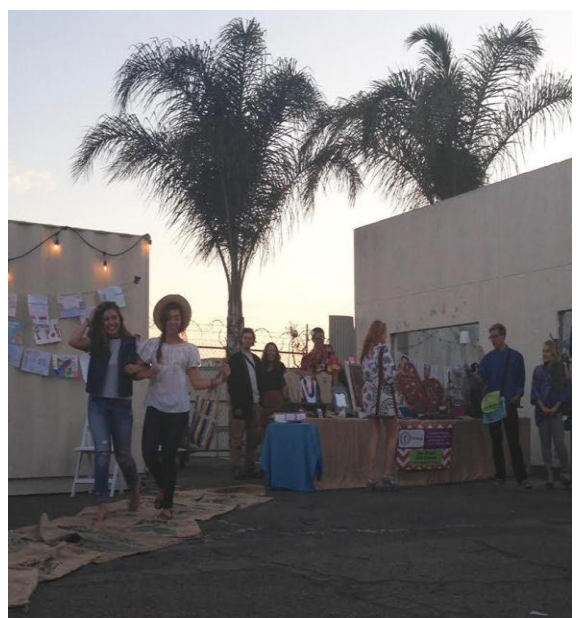


Event Guide: Fashion Show

Steps & Suggestions for Planning a Fair Trade Fashion Show at Your School, College, or University

A fashion show is a fun way to raise Fair Trade awareness and show people options for ethical, sustainable clothing! Here are some tips for putting on a show of your own:

- **Start your planning early** in order to give community and campus partners plenty of time to prepare.
- **Reach out** to Fair Trade clothing vendors online or in your area to see if they would be willing to sponsor or attend your fashion show! Check out this [guide to Fair Trade Apparel](#).
- Find models – students, faculty, staff... get everyone involved!
- Reach out to your **campus food service provider** – they may be willing to collaborate or donate Fair Trade refreshments for your event.
- Sustainability and social justice organizations or your university’s fashion studies department might want to be involved – **reach out** to see if they are interested in helping plan or attend!
- Reach out to your local towns, universities, congregations, and schools campaigns to see if they are interested in participating.
- **Find** a venue for your event in a highly-trafficked area so people pass by and join in!
- **Advertise** your event on campus and social media!
- **Register** your event on the Fair Trade Campaign website!
- Keep your fashion show short and captivating– it can be a part of another organization's event or an independent event.
- **Plan a script for the people hosting the show that is both educational and fun.**
- If your event has funding, **hand out [Fair Trade giveaways](#) or [t-shirts from HAE Now](#)** with your campaign logo on them. This is a fun gift for attendees, as well as advertising for your campaign!
- **Send** “thank you” notes to everyone who helped make the event possible.
- **Post** photos from the event on your campaign page and **#FTCampaigns**.



Models at Morena’s Moment and Fair Trade Fashion Show at the University of San Diego in April 2016. Models were given \$25 to purchase an outfit from a thrift store, and were accessorized by local, Fair Trade vendors. The models walked down a runway of Fair Trade coffee bags.

Event Guide: “Roast N Roll”

Steps & Suggestions for Planning a Fair Trade Bicycle Ride at Your School, College, or University

A bicycle ride is a great way for students to get off campus and explore the Fair Trade community beyond. This event also provides campaigners an opportunity to collaborate with other organizations on campus! Here are some general tips to setting up a Roast N Roll ride:

- **Reach out** to Fair Trade (and potentially Direct Trade) coffee shops in your area to see if they would be willing to host an educational event!
- If your campus has an outdoor/recreation organization, **collaborate** with them for bicycle rentals, bike expertise, and liability waivers (if needed).
- Sustainability, social justice, and bicycling organizations might want to be involved in the ride – **reach out** to see if they are interested in helping plan or attend!
- **Create** a safe route and find competent bicyclists to guide the group. Follow traffic rules and ride at a safe, comfortable pace. Wear helmets!
- **Advertise** your event on campus and social media!
- **Register** your event on the Fair Trade Campaign website!
- **Incorporate** a Fair Trade clothing and gift shop, a lunch spot, or a farmers’ markets along your route as well.
- **Pack** plenty of water, a first aid kit, and extra bike tools and wheel tubes to play it safe! Also, suggest participants bring snacks in case they become over-caffeinated.
- **Send** an email a couple days before the event to let people know what to bring and to expect for the event.
- If your event has funding, **hand out [Fair Trade notebooks](#)** or **[t-shirts from HAE Now](#)** with your campaign logo on them. This acts as a fun incentive for participants as well as advertising for your campaign!
- **Send** “thank you” notes to everyone who helped make the ride possible after the event.
- **Post** photos from the event on your campaign page and **#FTCampaigns**.



University of San Diego students and San Diego Fair Trade advocates at Café Virtuoso in Barrio Logan, San Diego on USD Students for Fair Trade’s 1st Semi-Annual Roast N Roll in April 2014.



Event Guide: Fair Trade Festival

Five Tips for Organizing and Planning a Fair Trade Festival at Your School or University

Your campaign is considering holding a large festival to celebrate your work within the Fair Trade Movement. This is a fun and entertaining event with an element of education and promotion of Fair Trade. But, where do you start? Here are five tips for organizing and planning a Fair Trade Festival at your school or university.

1) Start a season early

- If you want something successful in the spring, start planning in the winter. **You know your institution's rhythm of up and down times** during the year very well by now...so, **choose wisely** when you want to have your event. Not only do you want to think about **when** you want your event, you should also think about **where** you want to have your event. Will it be outdoors or indoors? **Reserve a space** for your event earlier than later and always have a backup venue reserved.

2) Identify and empower student leadership

- In reality, it only takes one or two very **committed, organized, and responsible** students to **help take your festival to the next level**. They know the student body better than the administration does so utilize this to your advantage.

1) Don't reinvent the wheel

- Does your institution or community have an **Earth Day** celebration or **Founder's Week**? At [Saint Mary's College of California](#), their festival takes place in the middle of Founder's Week. They are able to show how Fair Trade exemplifies the mission of the college. **Tap into existing traditions of your community or university**.

1) Organize consistently

- It can seem like a flurry of work at the last minute. If this is the case, go back to tip #1. The week before the festival should be more **double checking** than actual planning. Work with facilities, public safety, and marketing well in advance. Plus, it doesn't hurt to have your food provider shut down the cafeteria or a catering business and offer a free BBQ alongside your event.

1) Be hospitable

- When all your kind vendors trek out to the event, make sure they are taken care of. Feed them. Secure parking for them. Communicate in advance and thank them when they leave. Send them a follow-up email to thank them as well. If you want them to come back...you've gotta treat them right.

1) Don't forget to register your event on the website (and post photos!)



Event Guide: Holiday Pop-Up

Steps & Suggestions for Planning a Fair Trade Holiday Event at Your School, College, or University

The holidays are a great time for students to take a break from classes and host a Fair Trade event! Many Fair Trade Campaigns organize holiday themed events, and you can too. Here are some tips on how you can host a Fair Trade holiday pop-up.

- **Visit** the location where you'll be hosting the event to gain a sense of available space. Questions you may want to ask yourself during your visit: How many vendors will be needed? How many tables and chairs should you provide? How many people can you fit in the location?
- **Reserve** the space. During the holiday season, many student organizations and clubs host their own events. Decide on a date that works for your committee and schedule it with your university or college to avoid any conflicts.
- **Research** your university or college's vendor policies. Are there forms, fees, or permits associated with hosting an event? Research should take place in the initial phases of event planning.
- **Reach out** to Fair Trade vendors in your area to see if they would be willing to sell Fair Trade merchandises at your holiday pop-up. Vendors can sell both food and other items such as apparel and trinkets. You can also reach out to Fair Trade organizations such as [Mayan Hands](#) and [Circle of Hands Uganda](#) to ship products to your event (find out more on their individual websites).
- **Host** your own table. You may want to host a table solely dedicated to your Fair Trade committee. It's a great opportunity to engage with individuals as they walk around your event. It is also a chance to recruit new members.
- **Divide** roles amongst your committee members. You may need a volunteer sign-up sheet for monitoring tables, speaking with visitors, etc.
- **Advertise** your event around campus and on social media.
- **Register** your event on the [Fair Trade Campaigns website!](#)
- **Decorate!** Are there appropriate decorations you can use to make the event visually appealing? Tip: Try to find decoration that is holiday-neutral.
- **Host a raffle!** A raffle is a great incentive for students to come to your event.
- **Post** photos from the event on your campaign page and [#FTCampaigns](#).





Fair Trade Your Summer

Steps & Suggestions for Staying Engaged with Fair Trade over the Summer

Keep the Fair Trade party going! Just because it's summer doesn't mean the fun has to end. Check out these best practices for the summer.

1. Schedule a meeting with your committee to plan for the next year

It can be challenging to start from square one in the fall, so start the planning process during the summer! According to **Janice Kirkwood** of [Media-Providence Friend's School \(MPFS\)](#), the MPFS committee schedules a summer meeting to eat, reflect, plan, and complete their end-of-the-year survey (read more about their summer meeting here: <http://bit.ly/1PgpOzk>). If your committee members are out of town, **Sean Murray** of [St. John's University](#) encourages the use of online platforms such as Google Docs, Skype, or Google Hangout.

2. Volunteer or intern with a Fair Trade organization

Emily Zacharczyk of [Media Fair Trade](#) urges students to gain valuable experience by volunteering and interning with a Fair Trade organization. Fair Trade organizations like [Ten Thousand Villages](#), [Runa Tea](#), [SEERV](#), and [Fair Trade USA](#) are always look for interns with different skills and interests.

3. Reach out to speakers

Dana Nelson of [Fordham University](#) suggests utilizing this period to find speakers. Her committee reached out to Fordham's alumni network and administration during the summer. As a result of their efforts, they were able to secure a speaker from [Alta Gracia](#). Use the summer months to research and outreach to potential individuals you would like to have on campus.

4. Keep your social media platforms active and up-to-date

Continue posting or reposting on your social media pages (Facebook, Twitter, Instagram, etc) throughout the summer. You may even want to send 2-3 emails to your committee so that Fair Trade remains on their radar. Also, make your campaign's [FairTradeCampaigns.org](#) page has up-to-date information.

5. Are you near a Fair Trade town? Attend a local event!

You may be located near a Fair Trade town like [Philadelphia](#), [Los Angeles](#), and [Boston](#). Search for a town in your area at [FairTradeCampaigns.org](#) and follow campaign social media pages to keep informed about events that you can attend!





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](#)