How-To: Fuel Up with Fair Trade

Description: Host an event during finals to raise Fair Trade awareness on campus!

Approach the event as we approach Fair Trade advocacy; through the lens of partnership. Free food benefits anxious and stressed students, providing a sweet treat and an opportunity to educate. Meanwhile personal conversations helps your team develop the skills and confidence to competently speak about Fair Trade.

Important Details
- **Date:** When works for you school and is feasible for your group? The lead up to and beginning of finals for example encourages students to continue drinking Fair Trade and ensures volunteers will be available.
- **Location:** Where do most students study? Set up in a high traffic area near a library, the student center, or a popular outdoor space.
- **Timing:** When do most students study? We suggest later at night (8-11pm). Remember your audience: college students who need coffee/tea/chocolate to stay up and study!

Materials
- Tables and chairs
- Fair Trade coffee (or hot chocolate), Fair Trade chocolate, Fair Trade Tea (get hot water!), Fair Trade sugar, and creamer.
- Cups, napkins, and coffee stirrers.
- Education materials (stickers, handouts), posters for table/directing to location

Timeline
A few weeks in advance: reserve location, order food and drinks, sign-up volunteers (2 people working the table at all times), educate volunteers (practice 30 second elevator speeches).
Week of: confirm details, post on social media (facebook event, post in campus groups), and publish in the campus newsletter and department newsletters.
Day of: blast social media, pick up materials, and set up 30-45 minutes ahead of time.

Education
Handouts: develop a handout with basic fair trade principles, and ways to get involved. During the holidays make a naughty and nice list for popular companies.
Conversation: have a personal conversation with students as they stop by and fuel up.

Made by CRS Fair Trade Ambassadors at Villanova University