



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.