



Best Practices for Fair Trade Advocacy on Large Campuses

Tips for Launching a Campaign and Maintaining Momentum on Large College & University Campuses

Nervous about starting a Fair Trade Campaign at your college or university because of the size?

No fear! Here are a few tips from a student at the largest declared Fair Trade university in the US!



What's Inside?

How To...

Connect with Stakeholders

Utilize Existing Resources

Plan Engaging Events

Establish Permanency





Best Practice #1: Connect with Stakeholders

Key stakeholders help students build connections, find funding, and achieve goal #5 – the Fair Trade Resolution! It is vital to maintain these contacts through proper etiquette and networking skills.

Collaboration is Key:

- Campuses often have goals in place to become more sustainable or ethical in their purchasing – a Fair Trade campaign aligns with this.
- *“Invite them to be a part of the conversation.”* – Justin Seis, UW Steven’s Point Lead Organizer
- Uncertain where to start? Dining services controls purchasing and procurement. Check out our [Working with Food Service Guide](#) and find tips on how to start a conversation.

Be Professional:

- The first step is to meet with stakeholders to share student interest. Present a plan to increase sustainability and social justice goals through Fair Trade products & education.
- *“Have a plan. Have a structure. Have a presentation.”* – Emma Sorrell, UCLA Housing & Hospitality Services Sustainability Manager
- Email and schedule meetings every few months with stakeholders – give them time to respond, then check in if you don’t hear back in a few weeks.

“It’s important to have the right people on your side who want to achieve the same goals as you.”
– Karina Newman, UCLA Former Lead Organizer

Best Practice #2: Utilize Existing Resources

It can feel impossible to find funding and support on a large campus. Connecting with other organizations and finding existing systems to provide monetary & administrative assistance makes the five goals even more achievable!

Do Your Research:

- Find your school’s sustainability goals & policies to see where Fair Trade aligns.
- Look to see what Fair Trade products are already available on campus – if there are none, find out what product contracts exist and if they own any Fair Trade companies.

Get Involved:

- Join Student Advisory Boards or positions in Housing & Dining to affect more change and assist in important decision making.

Look for Funding:

- Research available grants on your campus. There is often more money available than we realize – apply and you will be able to host another educational event.

Utilize Fair Trade Campaigns Resources:

- [Fair Trade Campus Event Guide](#)
- [Working with Food Service Guide](#)
- [Colleges & Universities Toolkit](#)



UC Berkeley students tabling for Valentine’s Day.



UVA students at a sustainability fair.

Best Practice #3: Plan Engaging Events

The easiest way to build a team and generate interest on your campus is to plan engaging events in conjunction with similar organizations.

Hosting events on campus or partnering with other organizations is a great way to increase your outreach and complete goals three and four. Here are a few ideas for on-campus events:

- Contact Resident Assistants or Housing Leaders to **Present on Dorm Floors**. Provide incentives for the RA's to reach incoming students during orientation or floor meetings.
- Look for **Sustainability Fairs** on campus and ask to have a Fair Trade booth.
- Does your campus or neighborhood have a weekly or monthly **Farmer's Market**? Set up a table and pass out Fair Trade samples.
- Host a **Film Night** on campus with viewings of different Fair Trade films. Need ideas? Check out our [Fair Trade Film Guide](#).
- Partner with any **town, school, or congregation campaigns** nearby to have additional support or invite them to speak at a meeting on campus. Find a campaign near you on [our website](#)!
- [Here](#) are other event ideas. Don't forget to sign up for [Fair Trade Your Finals](#) fall & spring!



Colorado State students advertise a film screening. UVA students tabling for Valentine's Day.

Best Practice #4: Establish Permanency

Make sure that all of your hard work to make your large campus a Fair Trade School remains permanent by planning for turnover, merging with related organizations, and always having patience.

As college students, it is important to create a plan for future turnover after current leaders graduate. This is one of the biggest problems on large campuses.

1. **Maintain sustainable leadership.**

- Introduce the next leaders to important stakeholders before the school year ends.
- Email the stakeholders over the summer to plan for a meeting in the fall.

2. **Find a larger organization to house your campaign.**

- Look for related organizations that are well-established and ask for a Fair Trade committee to be formed. This makes it easier to plan events and find volunteers.
- **Case Study:** The campaign at [UCLA](#) had trouble finding volunteers to help at events, although they had a strong lead organizer. E3, the largest sustainability organization on campus, now has Fair Trade as a committee.

3. **Share ideas with other campuses in your region or campus system.**

- Contact other campuses to exchange ideas or collaborate on events.
- **Case Study:** [UW Oshkosh](#) started a campaign and motivated [UW Stevens Point](#) to follow. Both campuses presented at the system-wide Sustainability Summit and inspired UW Madison to think about starting a campaign.

4. **Be patient!**

- Achieving all five goals takes time, especially on a large campus. Keep persevering and follow the four best practices above to follow where other campaigners have succeeded.

Did You Know?

The Top Ten Largest Campuses with Fair Trade Campaigns

1. Arizona State University → 71,946 students
2. Texas A&M → 66,425 students
3. Indiana University → 48,514 students
4. UCLA → 44,947 students
5. UC Berkeley → 40,173 students
6. Colorado State → 33,198 students
7. Oregon State → 28,886 students
8. Utah State → 28,118 students
9. Eastern Michigan → 21,634 students
10. Northwestern → 21,000 students

* Enrollment numbers as of August 2017.

**Want to chat with
campaigners on these
campuses?**

**Email our national organizer
to be connected or contact
them via our website!**



UCLA students sharing Fair Trade educational items following declaration.



Texas A&M student passing out Fair Trade goods with Dining Services.



ASU students partnering with Dining Services for Fair Trade Your Finals.



UC Berkeley student showing love for Fair Trade!



Flyer for a Fair Trade Fashion Show that was hosted on Indiana U's campus.