



# Freshman Guide to Finding and Starting College & University Campaigns

Case studies and best practices on how to locate or start a campaign as a new student at your college or university



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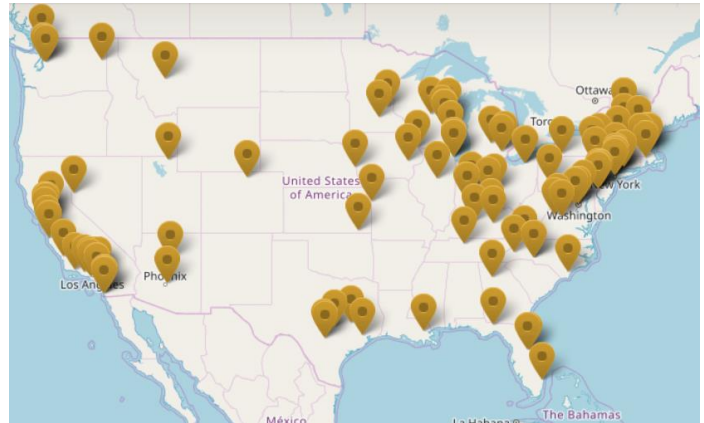
First Year Campaign Launch Tips

Case Study: Choosing a Fair Trade Campus – DePaul University



## Finding a Fair Trade College or University

- Looking for inspiration from other campuses? Find active campaigns on our **Fair Trade Colleges & Universities map** and click through to their campaign pages to see what they're doing.
- Is your prospective campus on the map? Interested in connecting with their Fair Trade campaign? Contact them directly through their campaign page or email us to get introduced: **admin@fairtradecampaigns.org**.
- Don't have a campaign on your prospective campus? Start one yourself! Read on for how.
  - Get started by reviewing our **Fair Trade Colleges & Universities Toolkit**.
  - If you're looking for ways to incorporate Fair Trade into academic curriculum or courses, check out our **Fair Trade Curricula for Higher Ed Resource**.
  - Sustaining any campaign you may join can be difficult but the **Campus Advocacy for Long-Term Impact Resource** helps you focus on the impact you're looking for.
  - Looking for some inspiration? We have **Case Studies of Establishing Campaign Permanency** from university students that started their campaign from scratch and those who joined after!
- Are your students interested in sustainability, policy, politics, law, business etc.? Here's how they can get experience and promote Fair Trade:
  - Work with campus administration and dining services to pass a **Procurement Policy** that focuses on sourcing sustainable and Fair Trade products.
  - Work with administration and campus stakeholders to pass a Fair Trade Resolution. Use our **Resolution Template** as a starting point, customize it for your campaign and bring it to administration for approval.



## Fair Trade Colleges and Universities Overview

- **Designation requirements**
  - There are many similarities between Fair Trade School and College & University requirements. Much like a school campaign, you still build your team, work to make Fair Trade products available and host events to educate your new campus community about Fair Trade. See the **complete goals** of becoming a Fair Trade College or University.
- **How to Start a Campaign**
  - Anyone can launch a Fair Trade campaign – just visit **Fair Trade Campaigns' website** and click 'Start a Campaign!'
  - The first point of action should be talking to your friends and roommates and build your organization's numbers. This will help spread out the work and make the process much more fun.
  - Work with your fellow committee members to "product map" and see which outlets on campus already have at least two Fair Trade products. Talk to dining services and ask if they can offer Fair Trade products at those outlets which don't yet have them (don't forget the bookstore!).
  - Host events to educate your fellow students about Fair Trade and highlight Fair Trade products available on campus. This not only increases awareness and sales of Fair Trade products on campus but also helps you complete Goal 4 – Commit to Fair Trade Education & Events!
  - After working with your fellow committee members and staff or faculty advisor to achieve Goals 1-4, you're ready to talk to your administration about a resolution!

# Tips for Launching a Fair Trade Campaign for First Year College Students

## Identify a Faculty or Staff Advisor

- Faculty and staff at your college or university will likely be on campus longer than the average four years of a student. Engaging an employee of the school as an advisor helps ensure the campaign will remain following your graduation. Learn more about [Establishing Campaign Permanency](#).

## Network and Identify Campaign Allies

- There likely is a club or organization on campus already that has like-minded individuals interested in environmental issues and social justice. Reaching out to these individuals or groups helps build your community and helps you find those passionate and driven to start a campaign. Allies for your campaign can help ensure the campaign sustains over time with access to new members and increased interest. Learn more about [Best Practices for Sustainable Leadership](#).

## Incorporate Fair Trade into Academic Courses

- New programs and classes focused on environmental or social justice are popping up at schools across the country. Consider meeting with a professor of one of these courses and see if they have Fair Trade in their curriculum or would be willing to include it or even create a course around Fair Trade and conscious consumerism. Courses can expose students to Fair Trade and provide a consistent outlet for information on Fair Trade over time. Check out the [Fair Trade Curricula for Higher Ed Resource](#).

## Develop a Student Organization

- Many campuses have requirements to be an official organization or club on campus. Reaching these requirements and creating a club can help ensure longevity for your campus campaign. Clubs also incentivize students to join with opportunities for leadership and resume building. Check out our [Sustainable Leadership 101 blog](#) for more information.

## Power Mapping

One of the most important steps in establishing a permanent impact is power mapping, a brainstorming technique that generates a list of key offices, decision makers, and personal connections that can help your campaign. This practice allows you to focus your resources on contacts who are more receptive to Fair Trade and those who may require extra consideration when you approach them.

## Key Decision Makers

- **Environmental, Sustainability & Social Justice Groups**
  - As mentioned above in long-term impact, likeminded organizations and clubs on campus can help drive your campaign forward. They can help supply resources, funding, and an engaged population. Clubs also legitimize the mission of Fair Trade and provide an avenue for communication with school administration.
- **Dining**
  - Staff in the dining department of your campus can influence what products are used and sold on campus. As more Fair Trade products become available, the dining staff can help ensure continual ordering and supply of these products. Learn more in our [Guide to Working with Campus Dining](#).
- **Administration**
  - The administration ultimately are the drivers of change at your college or university. Having faculty on your team aids in promoting your campaign and passing your resolution.

Power mapping also aids in building your community, developing friendships during your first year on campus and meeting like-minded individuals who are passionate about social and economic justice, environmental sustainability and more.

## Promotion and Visibility Strategies

- **Tabling** – Tabling is a great way to get the word out about Fair Trade and increase visibility on campus. Ensure there are components to your tabling setup that draw attention to your table. Examples include signage, give away items or opportunities to interact such as games or drawings. Have an elevator speech prepared for when someone asks you what you are tabling for.
- **Signage** – Signs and posters are how many clubs and organizations promote their events and causes. Make sure the information is clear and the signage eye-catching.
- **Events** – Engage people in your cause through fun and appealing events. Create a theme and purpose to your event that will draw students in and have them interested in your campaign. Check out our **Event Guide** for ideas and tips.

## All About Timing

**Set goals** for your campaign by implementing a timeline with dates you would like to have designation steps completed by.

- For example, you can set a goal to power map and create your team by the end of your first fall semester and participate in Fair Trade Campaigns' **Fair Trade Finals** program. Offered every fall and spring, this fun and easy opportunity to host a tabling event on campus can help you recruit new members, build partnerships with key campus stakeholders like dining and count towards Goal 4 – Commit to Fair Trade Education & Events.

### Sample Fall Campaign Launch Timeline

August / September	October	November	December
Build your team Connect with likeminded organizations Product map	Meet with dining Host a campaign kick-off event for Fair Trade Month	Sign up for Fair Trade Finals Update your campaign page with products offered, team members and events	Host Fair Trade Finals Set goals for the Spring

## Case Study: Fair Trade Advocacy as a Freshman at DePaul University

*Whether or not you're leaving a Fair Trade School and going to a Fair Trade College or University, the transition can be fun and full of adventure. Colleges and universities are a great place to express who you are and how you want to impact the world. As I was leaving high school I started wondering if there was a college where I could share my passion for Fair Trade. After googling "fair trade university" I found DePaul and their committee. I was overwhelmed to find out that working in Fair Trade can continue at any stage of life.*

*When I arrived, I was looking to introduce people to a new type of thinking focused on producer relationships that connected us back to the products we use every single day. In my sophomore year, I had been made President of the committee and was able to connect with my advisor, build the team and develop an organization with a long-term impact. Transitioning into a new university and then starting or continuing a campaign is an amazing experience both personally, and professionally. You start to click with people when you talk about Fair Trade and, without fail, those people always continue to ask about what your organization is doing. Hosting events and tabling are good ways to share perspectives and educate fellow students about Fair Trade. At DePaul, we noticed the more we talk to our classmates and hold events, the more people have joined us. Fair Trade connects everyone!*

- Sarah King, President, **DePaul University Fair Trade** (class of 2019)