



Social Justice Organizing Guide

Use this guide to help advance social justice, collaborate with partners, and get best practices on how to effectively organize for Fair Trade on your campus and in your community



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What is Fair Trade and Fair Trade Campaigns?



Fair Trade is a global movement pushing for economic and environmental stability, workers' rights, women's empowerment and more through transparent trade partnerships. The first Fair Trade certification launched in 1988, with coffee being the first Fair Trade certified product. Fair Trade has blossomed into a worldwide movement with the goal of ending worker exploitation and providing them with a better quality of life.

FAIR TRADE CAMPAIGNS

Fair Trade Campaigns consolidates what used to be separate organizations for Fair Trade Towns and Colleges & Universities. Currently, Fair Trade Campaigns oversees and supports more than 250 active campaigns that fall into four categories: Fair Trade Towns, Fair Trade Colleges & Universities, Fair Trade Schools and Fair Trade Congregations. Campaigns work towards institutional change on their campus and in their communities, becoming leaders of social justice activism wherever they are.

Fair Trade Campaigns takes a “big tent” approach, meaning we recognize a number of Fair Trade certifiers and their labels. This can get quite confusing, so [here](#) is a helpful guide to navigating Fair Trade labels.

Conscious consumerism is not the only goal of Fair Trade Campaigns. Key values of the Fair Trade movement, such as environmental, economic and social justice, connect with many other movements and organizations working towards a better future in the United States and abroad. It is important, now more than ever, to use your role as a Fair Trade advocate to support not just Fair Trade, but also other social justice movements. By coupling changes in your individual purchasing habits with engagement on other key issue areas – by getting involved through peaceful protest, awareness campaigns and more – you can impact your local community as well as the lives of farmers, workers and artisans around the world. For more information, please check out our [Fair Trade 101](#) and [Fair Trade Campaigns 101](#) resources.

Why Launch a Fair Trade Campaign?

Make an Impact - By promoting Fair Trade on your campus or in your community, you increase both the demand for and sale of Fair Trade goods. You help raise the standard of living for producers, their families and their communities. You support opportunities for producers to be independent, send their kids to school and access healthcare.

Strengthen Your Campus and Community – The steps to earn Fair Trade status ensure the development of a broad-based effort for social justice and environmental sustainability involving many voices. There is great potential to create partnerships around a common cause and engage campus and community stakeholders.

Create a Legacy - By launching and running a Fair Trade campaign, you are playing a direct role in increasing both demand for and availability of Fair Trade products while promoting social justice and sustainability.

Earn Recognition - Fair Trade campaigns are recognized for their leadership in taking steps to increase fairness, transparency and sustainability in global trade, both formally by Fair Trade designation and through other organizations as well as positive media attention from the campus and local community.

Getting Started

A strong Fair Trade program on campus includes having a dedicated group of members committed to the Fair Trade movement, a designated space on campus to attend regular meetings, and a staff or faculty member acting as an advisor. Establishing a regular meeting place, such as the library, Environmental Studies building, or nearby coffee shop helps promote your long-term impact by designating a central location where members can effectively plan and organize. Designating a faculty or staff member to work with your members can help you expand your networking opportunities and eases the transition of leadership year-to-year.

Each of the four campaign types have slightly different steps to receive designation. Click to learn more about designation steps for [Towns](#), [Colleges & Universities](#), [Schools](#) and [Congregations](#). Additionally, our [Organize page](#) has a high-level overview of each campaign type. The following steps apply directly to College & University campaigns, though the principles of increasing awareness and purchasing apply throughout our programs.

Criteria for Fair Trade College & University Designation

1. Build Your Team

- The Fair Trade committee develops and provides leadership and direction for your campaign. Campaign committee members, including students and faculty/staff, help plan and execute events, set and deliver on goals, monitor campaign progress and pass a Fair Trade resolution.
- **THE GOAL:** Recruit at least five committee members, including at least one non-student.

2. Reach Out to Campus Outlets

- Work with your food service provider to increase the availability of Fair Trade products on campus.
- **THE GOAL:** Ensure a minimum of two Fair Trade products are available in all campus-owned and operated venues.

3. Enroll Offices and Catering

- Work with offices and catering to ensure that Fair Trade products are used in campus offices, departments and at campus-run meetings and events.
- **THE GOAL:** Provide at least three examples of campus offices and departments and/or campus-run meetings and events using Fair Trade products.

4. Commit to Fair Trade Education and Events

- Raise awareness of Fair Trade on your campus through educational events and other activities. Work with faculty to bring Fair Trade into the classroom, get media coverage in your campus publication or organize wide-reaching campus events.
- **THE GOAL:** A minimum of four activities per year is required to meet this goal.

5. Pass a Fair Trade Resolution

- Pass Fair Trade resolution that includes the necessary commitments from your institution to continue delivering on the goals of Fair Trade designation.
- **THE GOAL:** Pass a resolution in support of Fair Trade through the appropriate decision-making bodies on campus.



Sustainable Leadership, Organizational Structure and Recruitment

Our [Fair Trade Committee Org Chart & Roles](#) details how campaign committees and leadership teams could be structured. If your campaign does not yet have enough members to fill each of the proposed roles, consider dividing responsibilities evenly among current members until you recruit more committee members.

As you move from one academic year to another, it's important to make sure that you have a plan to maintain momentum. The best way to tackle this issue is through recruitment. [Building a strong team and navigating turnover](#) is one of the most important steps to earning designation as a Fair Trade College & University. It will ensure strong momentum with your campaign and will bolster continuity with involvement as members graduate each year. To this end, make sure your campaign is actively recruiting at every opportunity, whether it be the campus club fair, a festival for World Coffee Day, or any other relevant and engaging events.

When welcoming new recruits, it's important to answer the question "what's in it for me?" Help new committee members understand the benefits of being involved in the Fair Trade movement. In addition to having a real impact on campus and in the lives of farmers and artisans around the world, participating in a Fair Trade campaign also provides: valuable community organizing experience, resume building, networking, study abroad or immersion opportunities and more.

Another important aspect of club continuity is member retention. Remember that you need to find ways to keep people interested and involved after they've joined! Here are some ways to jazz things up:

- Establish a [funding stream](#) to use for Fair Trade items to give away during meetings and tabling events. Fair Trade swag is available [here](#) and you can likely find Fair Trade products in stores in your community.
- When in doubt, bribe them with Fair Trade chocolate! Providing chocolate samples is a great way to keep people excited. This is also an effective tabling strategy, especially when taped to one of our quarter-page info sheets ([Cocoa](#), [Banana](#), [Apparel](#), [Tea](#), [Coffee](#))
- Have a Fair Trade trivia (Kahoot, Jeopardy, etc.) competition between current campaign members!
- Bring in speakers and screen [Fair Trade films](#) at campaign meetings.

Planning Your Year

Use our [Fair Trade event calendar](#) to identify potential tabling and recruitment opportunities throughout the year. Many of these dates are the same year to year but double-check just to be sure – and keep an eye out for other relevant events, too. Check your school's event calendar for campus-specific opportunities. In addition to those listed on the calendar, your campaign is encouraged to host other educational and promotional events. Need ideas? Our [event guide](#) has some great ones that will hopefully inspire you to create your own.

Fair Trade Messaging

Social media is one of the best ways to organize on a college campus. Young activists tend to frequent different platforms such as Twitter, Instagram and Facebook. The following resources are designed to give you a sense of how to craft an effective, year-long social media plan, as well as pointers on content. Here are social media guides for [Twitter](#), [Instagram](#) and [Facebook](#).

Working With Your Community

Social movements are driven by cooperation and collaboration. As such, it is important to partner with as many stakeholders as possible so that your campaign can establish a solid footing. This [power-mapping guide](#) will help you brainstorm potential allies and recruitment opportunities for your campaign.

The Fair Trade mission overlaps with a number of issue areas. Here are some examples followed by an organization that may have a presence on your campus: Anti-Trafficking ([UNICEF USA](#)), Environmental Sustainability ([AASHE](#)) and Gender Equality and Women's Empowerment ([GirlUp](#)). See our [Fair Trade 101 Guides](#) for more information on each issue.

This list is by no means exhaustive. Search for other organizations in your area and on your campus. [Idealist.org](#) is a great resource that allows you to look up organizations by issue area and location. Also, your campus club directory is a good way to find partners that may not be affiliated with a national organization but are still working towards a common value.

Campaigns that collaborate with other organizations save resources and effort while attaining their goals. Collaboration can be effective to your further your marketing, outreach, and impact. Leverage relationships with other groups (thank you, [Common Values Liaisons!](#)) for joint tabling, co-sponsored events and peaceful demonstration opportunities. Fair Trade is a movement that encourages social impact through action, and that is the approach you should take in rallying partners around social justice causes! We encourage you to engage your peers on campus and in your community to drive positive social change.

More Opportunities to Engage

Fair Trade Campaigns National Conference

The [Fair Trade Campaigns National Conference](#) convenes 400+ local, national and global leaders in the Fair Trade movement – students, community advocates, producers, businesses, non-profits and institutions committed to sustainability and social justice. The event provides valuable professional development opportunities, industry insights and networking across a wide range of movement partners. The conference also offers opportunities to deepen your campus' commitment to Fair Trade. Through our [Campus Partner Program](#), we recognize schools that fund conference attendance for students, faculty and staff.



Fair Trade Campaign Collaboration

Connecting with other Fair Trade campaigns provides opportunities to develop new personal and professional relationships, gain leadership and public speaking skills and help us grow the Fair Trade network. Consider connecting with an existing campaign or mentoring a new campaign in your community! Find out how in our guide to [Connecting Campaigns Across Campaign Types](#).

Resources

This guide is designed to provide you with the resources to get your campaign started and position you to act as influencers and agents of change in your community. There are many additional resources not included in the Social Justice Organizers Guide, and below are some helpful links. The [Fair Trade Campaigns](#) website also has a searchable resource library, available [here](#).

Fair Trade Designation Programs

- **Towns:** fairtradecampaigns.org/campaign-type/towns
- **Colleges & Universities:** fairtradecampaigns.org/campaign-type/universities
- **Schools:** fairtradecampaigns.org/campaign-type/schools
- **Congregations:** fairtradecampaigns.org/campaign-type/congregations

Fair Trade Product Lists

- **Fairtrade America:** fairtradeamerica.org/Fairtrade-Products
- **Fair Trade USA:** fairtradecertified.org/products
- **Fair Trade Federation:** fairtradefederation.org/browse-fff-members
- **Fair for Life:** fairforlife.org/pmws/indexDOM.php?client_id=fairforlife&page_id=certprod&lang_iso639=en

Additional Resources

- [Events and Annual Programs](#)
- [Fair Trade 101 Factsheets](#)
- [Fair Trade Campus Event Guide](#)
- [Tips to Promote Your Event](#)
- [Procurement Guides](#)
- [Working with Dining Services](#)
- [Connecting Across Campaign Types](#)
- [College & University Resolution Template](#)
- [Best Practices for Advocacy on Large Campuses](#)
- [Book and Film List](#)
- [Fundraising Guide](#)



QUESTIONS?

Visit our website at FairTradeCampaigns.org or contact us at admin@fairtradecampaigns.org.