



Grow Deeper with Fair Trade

A campus-wide tool to deepen engagement and education of all students for social impact

Whether you're launching a new campaign or looking for ideas to keep a long-established campaign active, this guide has tips to help you establish and expand your Fair Trade campaign on campus. Start with section one if you're just getting started or working to revive your campaign, or jump to section three for ideas to deepen your campaign's engagement beyond designation.

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Are you interested in having your campaign featured in this guide? Let us know!
Send us an email at admin@fairtradecampaigns.org.

SECTION ONE

Getting Your Campaign Off the Ground Running

Have you recently launched a campaign on your campus? Great! This section is the place for you. Here you will find tips, tricks and practices from campaigns who have been where you are, right at the beginning.

If you are looking to relaunch or reignite your campaign this section is for you as well! This is where you will see what foundational pieces to lay down for a strong and thriving campaign.

Taking Off with Dining

School: University of Kentucky

Location: Lexington, Kentucky

Enrollment: 30,720

The University of Kentucky campaign took off with the help and support of dining services. UKY's dining services is Aramark, a national food service provider, and with their commitment to sustainability the campus is assigned a sustainability manager. Megan, the student organizer who spearheaded the campaign at UKY, reached out to the sustainability manager to gauge her interest and support in such a project. They worked together to look at what Fair Trade products they already had as well as which others they could source. Megan explains that the product sourcing and the take-off of the campaign was more successful due to the support from dining services.



ORGANIZER TIP

People are more cooperative if you give them a heads-up! Megan communicated with the sustainability manager and dining services that the campaign was something she was interested in implementing at UKY long before they started really working on it; this gave dining services some time to research Fair Trade Campaigns and understand that it was something well-aligned with Aramark and UKY.

CAMPAIGN TIP Partnering with dining helps achieve Goal #2: Reach Out to Campus Outlets.

Partnerships in Departments

School: California State Polytechnic School, Pomona

Location: Pomona, California

Enrollment: 25,894

When Cal Poly Pomona launched, they quickly learned that there is strength in finding a department that was already aware of Fair Trade and shared similar passion. Students studying sustainability reached out to advisors and staff leads to make a strategic connection in this office. This helped the student-led campaign gain support from staff and gave campaigners a stronger voice on campus.



ORGANIZER TIP

When starting your campaign, think about what staff member or department you can partner with in your efforts. This will help you build strength and credibility in your campaign.

CAMPAIGN TIP Partnering with a campus department will help establish a strong foundation to achieve and maintain Goal #1: Build Your Team.

Success in Collaboration

School: Fordham University

Location: New York City, New York

Enrollment: 15,582

The campaign at Fordham University found that a helpful strategy is to pull support from existing campus groups and partner for events. They found that they were able to reach a larger audience when they hosted events in partnership with campus groups such as Spes Nova, a non-profit whose mission is to alleviate poverty around the world, and Students for Environmental Justice and Awareness. This strategy allowed the campaign to become more well-known on campus, with more success for tabling events and pop-up shops. With these efforts, along with their recognition as a club through Student Government, they have been able to leverage support on campus to propel their campaign and reach a larger crowd.



ORGANIZER TIP

Think about where you can pull pre-existing leverage to help you campaign take off.

CAMPAIGN TIP Hosting events in collaboration with other campus groups helps achieve Goal #4: Commit to Fair Trade Education & Events.

SECTION TWO

Increasing Your Impact on Campus

Are you in the midst of your campaign, and in need of extra ideas to push education of Fair Trade on your campus? This is a great place to be. This section will cover some tips and tricks on how other campaigns have increased their impact and gotten over the ‘slump’ that can happen during a campaign.

It Starts in the Classroom

School: St. John’s University
Location: Queens, New York
Enrollment: 21,087

At St. John’s University, Dr. Andrea Licari has brought Fair Trade into the classroom by having her Marketing 101 students create a Marketing Strategy Plan to promote Fair Trade products on and off campus. Students are tasked with creating a mission statement along with collecting information regarding the Fair Trade products that are currently on campus, what products they could add, the pricing of their products, as well as their target market. This exercise exposes students to Fair Trade and encourages them to dig deeper into the movement in terms of business and marketing. As a result, students leave with a solid understanding of what Fair Trade is and how it can be successfully advertised. Some of the strategies that the students recommended have actually been implemented by the campaign at St. John’s.



ORGANIZER TIP

Work with faculty to explore how you can integrate Fair Trade into curriculum. Consider a range of subject areas, including Marketing, Business, sustainability courses, and more. Fair Trade’s mission and impact is connected to many more subjects than you may think, so work with people from different areas of expertise to find those aligned opportunities.

CAMPAIGN TIP Integrating Fair Trade into curriculum helps achieve Goal #4: Commit to Fair Trade Education & Events.

Thinking Outside the Box

School: Arizona State University

Location: Tempe, Arizona

Enrollment: 51,869

In 2018, Arizona State University became the largest Fair Trade designated university in the United States. The campaign on campus remained fairly small until a graduate student working with the campus's food service provider, Aramark, got involved with the campaign and helped facilitate a partnership with student dining to grow the presence and awareness of Fair Trade on their campus. ASU has increased their awareness on campus through many avenues, such as hosting Fair Trade Fashion Shows, hosting movie screenings, and now offering upper division class focused on Fair Trade and its implications as it relates to social and environmental justice.



ORGANIZER TIP

Set a meeting time with your committee to run different ideas on how you can continue to engage your campus, you never know what may be the key to keeping the ball rolling!

CAMPAIGN TIP Partnering with dining and other departments demonstrates campus-wide support for your campaign and helps achieve Goal #5: Pass a Fair Trade Resolution.

Social Media: Building Your Presence and Impact

School: Vanguard University of Southern California

Location: Costa Mesa, California

Enrollment: 1,765

Vanguard University is a small private university, sitting in the heart of Orange County. The university's Fair Trade campaign is led by an anti-trafficking club, called Live2Free, on campus. In raising awareness of Fair Trade on campus, students thought creatively about how they can set themselves apart from other clubs and reach a wider audience with their dual messages of Fair Trade and anti-trafficking. Social media is the way that most students learn about clubs, events and what is up and coming on campus. Students created social media accounts specific to their club, created a social media calendar, and updated their page frequently.

Live2free

ORGANIZER TIP

Use social media to your advantage. Create a social media calendar that includes upcoming events, facts about Fair Trade, and anything else you can think of that is unique to your campaign!

SECTION THREE

Keep Your Momentum & Build Creativity

Are you a designated campus looking for ways to further engagement post-designation?

Great, this is the place for you! This section will cover tips and tricks for further engagement and education on your campus once you have achieved Fair Trade status.

Finding Mission Fit

School: Indiana University

Location: Bloomington, Indiana

Enrollment: 110,436

At Indiana University Bloomington, Professor Mary Embry has brought Fair Trade into the classroom as well as abroad with the Guatemala Trip that she teaches every fall. The Guatemala Trip includes half day classes for four days before students leave for the trip. In Guatemala, students have hands-on experiences with artisans and sustainable fashion companies. This course, as well as other similar implementations of Fair Trade in academic courses, has helped embed Fair Trade into the mission of the university as a whole. Rather than having one opportunity for involvement, such as club or one course, Indiana University now has little pockets of Fair Trade everywhere, with different professors, classes, projects, and more. The Office of Sustainability and the University as a whole see Fair Trade as being a part of many things now rather than one focused group.



ORGANIZER TIP

Think about which departments, professors, and offices you have yet to tap into for support. Partnering with career services, abroad studies, academic service learning, and more can lead to great success. Figure out what your university currently supports, and perhaps there is already an opportunity to include Fair Trade.

Stepping Off Campus

School: California State Polytechnic School, San Luis Obispo

Location: San Luis Obispo, California

Enrollment: 20,367

In 2018, Cal Poly became the first university in the California State system to earn Fair Trade designation. Soon after they completed designation, the campaign organizers started to ask themselves, “What can we do next, how can we increase our impact?” The team decided to extend their reach beyond campus and start a Fair Trade Town campaign in San Luis Obispo.



ORGANIZER TIP

Launching a Fair Trade Town campaign gives students, alumni, faculty and staff a new way to get involved with Fair Trade and gain experience with community organizing. Position your campus as a Fair Trade leader in your community!

Connecting with Overseas Studies

School: St. Joseph’s University

Location: Philadelphia, Pennsylvania

Enrollment: 8,086

At St. Joseph’s University, Professor Keith Brown runs a Study Tour Trip for academic credit in which students travel to Nicaragua to learn about Fair Trade and sustainable production. Some key points that Professor Brown has found to be helpful is to pull students from different academic backgrounds for this trip (fashion, environmental sustainability, business, etc) in order to have diverse perspectives. Professor Brown has found that many students that take this course end up integrating Fair Trade or sustainability into their post-college endeavors.



ORGANIZER TIP

Reach out to your office of overseas studies and see if there are any curriculum or trips that could add a Fair Trade spin. Depending on your academic area of interest, collaborate with a professor and see how you can develop and implement your own idea of a Fair Trade abroad course.