



# A Guide to Advocating for Long-Term Impact

Case studies and best practices for how to successfully ensure Fair Trade has a long-term impact on your campus



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**Case Studies from Rollins College, Siena College, UCLA, and UW-Stevens Point**



## What is Long-Term Impact and Why Does It Matter?

A campaign with long-term impact is one that has a permanent presence on campus, by either being housed in an office, within a specific department, or being run in a way that ensures the continuity of your campaign after you leave.

For example, a Fair Trade campaign could be housed under the Campus Ministry or the Office of Service Learning. When a campaign is housed in a permanent office, it shows that the institution has committed to Fair Trade beyond the student level by dedicating human capital and other resources to it. A campaign can also be constructed as a formal student club, electing officers that will continue the work of Fair Trade year after year.

A campaign needs a go to location or identity that helps tie the values of Fair Trade to the campus and students year after year. The campaigns that are able to establish this long-term presence tend to be more successful as the values of Fair Trade become more deeply rooted into the campus, its events, and its strategic plan.

## Best Practices for Long-Term Impact

In all of the case study examples below, the Fair Trade organizers sought out stakeholders with agendas similar to their own to establish a collaborative relationship. By showing how Fair Trade touches on so many issues – like sustainability, gender equality, human trafficking, human rights, economic development, social justice and more – there are a plethora of opportunities on a college campus to find a partner for your Fair Trade work.

Faith based schools can also integrate Fair Trade into their mission and use their commitment to leverage the institution's purchasing power and network to engage with the local and global community. Many of the schools below also had Fair Trade implemented into the agenda of multiple organizations and offices on campus to ensure continuous support and progress.

Lastly, the most important element of a permanent campus home is the integration of a faculty or staff member who helps maintain the campaign in periods of transition. The faculty or staff member is most effective when the students regularly communicate and engage with them.

## Create a Timeline

One of the first steps you can take when looking at establishing your long-term impact is to create a timeline for your goals. It is important to remember to keep this timeline realistic but still challenging so that you stay motivated with your work but not become overwhelmed or overstretched by your goals. For some goals, such as creating your Power Map, it can help to have a specific timeline that you can hold yourself to. For other goals, like networking or collaborating, it may be helpful to have a more flexible deadline, such as reaching out to a specific number of groups by a certain date.

## 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.

## Networking

Do your best to get to know everyone mentioned in your power mapping session and beyond. Networking gives you the opportunity to have a long list of numbers to call when you need some help, have an idea, or when building support for your campaign. It never hurts to expand your network and strengthen relationships. The more stakeholders that know the goal you are trying to accomplish, the easier it will be for your Fair Trade campaign to have a lasting impression and impact on your campus.

## Collaborating

Campaigns who collaborate with other organizations save resources and effort while attaining their goals. Collaboration can be effective to your further your marketing, outreach, and impact. You should collaborate with other groups in order to make your work known, and to establish permanent allies on campus. Collaboration often leads to offices and organizations integrating Fair Trade into their annual agenda.

## Creating a “Homebase”

A strong Fair Trade program on campus includes having a dedicated group of members committed to the shared goal, a designated space on campus to attend regular meetings, and/or a staff or faculty member overseeing the program performance. Establishing a regular meeting place, such as the library, Environmental Studies building, or 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 build your long-term impact by expanding your networking opportunities and helping transition year-to-year.

## Developing Your Approach

For your approach to be successful it should be focused and targeted. The most important step in developing a focused approach is to inventory your resources so you can convey information about your organization easily and effectively. For example, take time to figure out some of the follow:

- How many students, faculty and administrators are active in your campaign?
- What other organizations have a similar mission or can incorporate Fair Trade?
- Are there nearby campaigns that can provide support, or collaboration opportunities?
- Is there a Regional Fellow or Fair Trade staff nearby that would be a good resource?

Bring as many stakeholders to the table when you are developing this approach to gain their perspective, buy-in, and reservations. Try to capture as much data as possible and bring this organized information to the institution’s attention so you can prove why your mission belongs in the long-term goals of the campus (i.e. count of student attendance, survey results, etc.)



## Case Studies of Long-Term Impact

### Implementing Fair Trade through Student Government

#### *University of Wisconsin - Stevens Point*

Another approach to establishing long-term impact for your campaign is to work with your student governance group. This is especially worth considering as you are likely already working with them to write the Fair Trade policy for your campus. In the case of University of Wisconsin - Stevens Point, the campaign worked closely with the environmental committee of their student government when writing the Fair Trade policy and used the legislation to address long-term impact and continuity of Fair Trade on their campus. The policy highlighted which permanent organizations would incorporate Fair Trade into their agenda each year. The group specified a continued taskforce to work on Fair Trade, which included as members the student sustainability director (an employee of the student government), a representative from one of the campus's environmentally focused student clubs, and a representative from the sustainability office. Each of these groups agreed to provide a representative each year and now the student sustainability director's job includes the new role of organizing the group each year. That group is now working on a Fair Trade fair, which will hopefully become a regular event on campus, furthering the impact of the campaign at UW-Stevens Point.

### Splitting Fair Trade Responsibilities

#### *Siena College*

Siena College houses their Fair Trade work in three different locations on their campus. The first is the Fair Trade Steering Committee. Comprised of students, faculty and administration, this committee receives annual funding from the college to further Siena's commitment to educating and advocating for Fair Trade. The steering committee established itself as the institution's strategic implementers of a campus-wide agenda. The second location is Siena Students for Fair Trade. The group was approved as a club and receives an annual budget from the Office of Student Activities and Leadership Development overseen by the Student Senate. The final Fair Trade location is the Sr. Thea Bowman Center for Women, a college funded institutional center for gender equality and social justice. The Center incorporates Fair Trade into the majority of their programming as it relates to human trafficking, economic empowerment and human rights, despite it not being their main mission or focus. All three organizations receive a regular permanent budget each year for programming and educational activities. All three organizations host their own educational and advocacy events that reach different networks and have slightly different goals. Siena Students for Fair Trade focuses on regular student engagement and education on Fair Trade, the Sr. Thea Bowman Center for Women engages the campus community on gender inequality and social justice by incorporating Fair Trade into their programming, and the Fair Trade Steering Committee makes campus wide recommendations and policy changes.

## Case Studies of Long-Term Impact

### Involving the Center for Sustainability

#### *Rollins College*

The Center for Sustainability at Rollins College allows students, faculty and members of the community to collaborate on different sustainable initiatives and Fair Trade events. Rollins College carries out Fair Trade initiatives through the Sustainability Program, EcoRollins, and the student-faculty Committee on Environmental and Sustainable Issues. All three groups meet on a regular basis in the Environmental Studies building where the members involved in these groups plan different initiatives such as Fair Trade Your Finals, Fair Trade Valentine's, and World Fair Trade Day. Having a place to collaborate on different initiatives and organize events helps to implement strong, long-standing programs. Ann Francis is the faculty advisor who oversees campus sustainability initiatives and Fair Trade events, maintains the initiatives year-to-year as students graduate, integrates faculty involvement, connects students with other departments on campus, and helps students to get involved with Winter Park's Fair Trade Town campaign. Strengthening connections between faculty members, students, and members of the community establishes long-term advocacy in different campaigns and creates an environment where people look forward to regular cornerstone events like Fair Trade Your Finals.

### Creating a Student Organization

#### *UCLA: E3: Ecology, Economy, Equity*

The UCLA Fair Trade Campaign originally began as a sub-committee within the club "E3: Ecology, Economy, Equity," which is the largest sustainability-focused student group on campus. E3 is home to a number of other sustainability campaigns, such as E-waste, Earth Day Fair, and the UCLA Farmer's Market, so Fair Trade fits into the club's existing framework relatively easily. Belonging to a group like E3 all but ensured the campaign's long-term impact, as small-scale funding, marketing, and recruitment all come through the larger E3 community. The campaign's inclusion in such a wide network of sustainability-minded students has made it easier to connect to faculty, administration, and other student groups they otherwise might not know of.