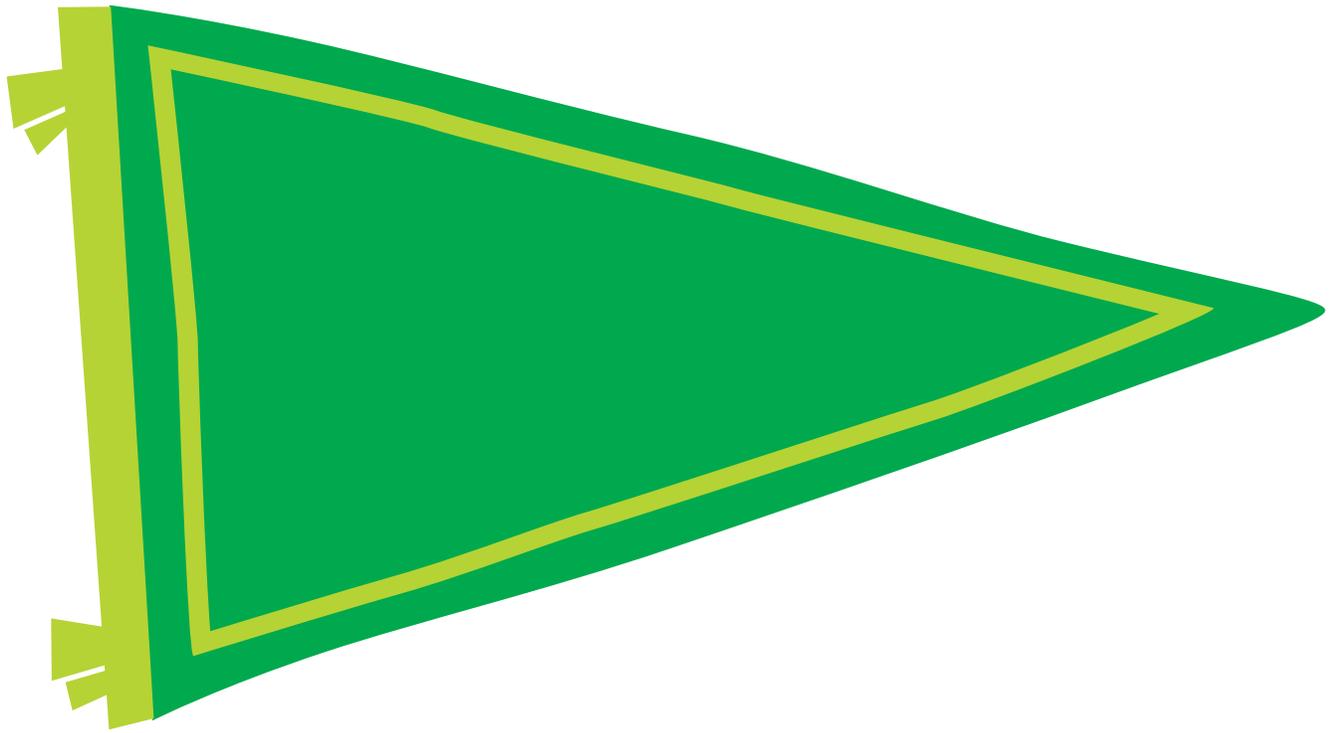


OXFAM TOOLKITS

HOW TO MAKE A DIFFERENCE ON CAMPUS



OXFAM

OXFAM TOOLKITS

In keeping with Oxfam's belief in the power of people against poverty, Oxfam toolkits are designed for individuals and groups looking for a hands-on way to join the effort. These practical how-to guides collect ideas and advice from Oxfam's experts as well as supporters around the country. Oxfam toolkits represent an entry point into the world of activism—building a grassroots movement for change, one person at a time.

TOOLKITS AVAILABLE:

HOW TO GET STARTED

A MENU OF IDEAS

HOW TO HOST AN OXFAM HUNGER BANQUET® EVENT

DIRECTIONS AND TOOLS

HOW TO FUNDRAISE FOR OXFAM

FREQUENTLY ASKED QUESTIONS

HOW TO HOST A HOUSE PARTY

HOW TO TAKE ACTION

ORGANIZING IN YOUR COMMUNITY

HOW TO MAKE A DIFFERENCE ON CAMPUS

HOW TO HOST AN OXFAM JAM

FIVE EASY STEPS TO A SUCCESSFUL EVENT

FARMERS' MARKET ACTION GUIDE

RESOURCES FOR OXFAM VOLUNTEERS

All toolkits are available for download at oxfamamerica.org/toolkits, or email actfast@oxfamamerica.org to request free copies.

DEAR FRIENDS,

Oxfam is a global organization working to end the injustice of poverty. With over 70 years of experience in more than 90 countries, Oxfam takes on the big issues that keep people poor: inequality, discrimination, and unequal access to resources including food, water, and land. We help people save lives in disasters, build better futures for themselves, and hold the powerful accountable.

Oxfam America launched its first nationwide campaign against hunger in 1974. Among those who joined the effort were high school and university students, whose dedication and optimism attracted others to the cause. Nearly four decades later, students like you still number among Oxfam's most committed supporters—organizing events and building networks on campus and beyond.

That's why we've created this action guide especially for Oxfam's student activists. Inside, you'll find tips for starting and running an Oxfam Club, ideas for campus events, and much more. But please email or call Oxfam America's youth engagement team if you have questions or need any help.

And remember: You know your campus best. When you find creative ways to reach out to fellow students or bring like-minded people together at an event, it is not an overstatement to say that you are helping Oxfam end the injustice of poverty.

I've been working with Oxfam's student activist community for more than a decade. I'm always inspired by your energy, your inventiveness, and your belief that together we can change the world. Thank you for all of your efforts.

Yours,



NESSA STOLTZFUS BARGE
VOLUNTEER & YOUTH ENGAGEMENT MANAGER, OXFAM AMERICA
clubs@oxfamamerica.org
(617) 728-2464

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WAYS TO GET INVOLVED

Whether you're in high school, college, or grad school—and whether you have a lot of time to give or just a little—there are many ways for you as a student to support Oxfam.

Start an Oxfam Club at your school. Oxfam Clubs can be a fun, dynamic, and collaborative way to meet fellow students and make a difference on the issues. Find our step-by-step guide to starting your Oxfam Club on page 3.

Join an existing Oxfam Club. You can find out if your school has an active club by emailing us at clubs@oxfamamerica.org. Already an Oxfam Club member? See page 5 for tips on how to plan a semester of action.

Host an event. Students around the country organize hundreds of Oxfam events every year, from benefit concerts to *Oxfam Hunger Banquet* events. See page 8 for tips and event ideas.

Become a student leader. If you're entering your sophomore or junior year at a US-based college or university, consider applying for Oxfam's CHANGE Initiative. Founded in 2000, the CHANGE Initiative is a highly competitive leadership and advocacy program that trains college students to become actively engaged with Oxfam's work. To apply or learn more, go to oxfamamerica.org/change.

Make some noise. We're looking for students to volunteer at concerts by artists that support Oxfam like Lake Street Dive, Fitz and the Tantrums, and Lucius. Apply at oxfamamerica.org/volunteer.

Add us on social media. Like Oxfam on Facebook and follow @oxfamamerica on Twitter to get the latest updates.

Keep in touch. Whatever you do to support Oxfam, we want to hear about it. Got a question? Have an inspiring story to share? Email us at clubs@oxfamamerica.org or call (617) 517-9439.

// The only way that we are going to be able to make real change is to understand the importance of community. None of us can do this alone within our individual Oxfam groups; we need to come together as a community of activists. Whether it is making change on a campus, neighborhood, city, state, or international level, community makes our efforts stronger. //

—Erin, Oxfam CHANGE Leader

STARTING AN OXFAM CLUB

About 100 Oxfam Clubs are currently active at US universities, colleges, and high schools, with new clubs forming every year. These independent organizations support Oxfam's work through community actions and events; in turn, Oxfam supplies them with materials, research, training, and ideas.

Don't have an Oxfam Club at your school? Follow these easy steps to get started.

Do your homework. Before you begin educating others, educate yourself by making sure you have the proper resources and understanding. Go to oxfamamerica.org to read the latest stories and learn about the issues. You'll also find our fact sheets, toolkits, and other materials which you can download and order.

Name your club. You can name your club in one of two ways: Oxfam Club at [your college or high school name] (e.g., "Oxfam Club at NYU") or [college or high school name] Oxfam Club (e.g., "NYU Oxfam Club"). You should use the name or shorthand for your school that is most commonly used on campus, whether this is the full name, abbreviation, or acronym. When publicizing your club online:

- **On Facebook:** We recommend setting up a Facebook group for your club, using the name "Oxfam Club at [college or high school abbreviation]."
- **On Twitter:** If you set up a Twitter account for your Oxfam Club, it should be named "@OxfamClub[university abbreviation]" (e.g., "@OxfamClubNYU").

Find an adviser. Some schools require groups to have a faculty adviser to be officially recognized on campus. Whether required or not, an adviser can help you follow procedures and reserve rooms and can serve as a resource for your club for years to come.

Register your club with Oxfam. Let us know about your new club and get access to additional resources, information about the latest news and volunteer opportunities, and other student activists nationwide. Register your club by filling out our simple online form at oxfamamerica.org/clubs. After you connect with an Oxfam staffer and affirm your commitment as an Oxfam Club, we'll send you a thank-you kit with free Oxfam gear.

Request a logo. Oxfam allows registered Oxfam Clubs to use our logo in their print and online materials and as part of their own club logos. However, when using our logo you must follow certain requirements, including standard colors, typeface, and layouts (see examples below). To request a custom logo for your club, email clubs@oxfamamerica.org.

Recruit. You're ready to go—now you just need members! Try these ideas for recruiting others to join your club:

- Create a Facebook group or set up Facebook event pages and invite your friends.
- Put up posters and fliers or make announcements in your classes or in lectures.
- Write a press release for your student newspaper.
- Set up a table with information in high-traffic areas on campus (student union, outside a cafeteria, in major dorms) and at student activity fairs.
- Tell your friends and ask them to tell their friends. Most people who volunteer do so because someone they know asked them to join in.
- Hold an informational meeting to generate interest. Offer food and beverages to increase attendance.
- Gather email addresses of interested students and send out emails to keep them updated and involved.
- Once you are established, make or order Oxfam T-shirts and designate days for club members to wear them.

KNOW YOUR COMMITMENT

As you form your Oxfam Club on campus, make sure you are familiar with the goals and responsibilities expected of your club.

Active Oxfam Clubs commit to honoring all of the following yearly commitments:

- Supporting one of Oxfam's current priority campaigns (see next page to learn more);
- Hosting at least two to three events per semester;
- Submitting monthly event summaries to Oxfam in Google forms;
- Telling us who your club members are. You can fill out the member contact sheet on page 12, or fill out the form on our website [here](#).

Have questions? Contact us at oxfamamerica.org/clubs or (617) 517-9439.



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NORTHEASTERN
UNIVERSITY

Meet up. Once you've got your group together, start holding regular club meetings. Designate a set day, time, and location for your meetings, whether they are weekly, every other week, or monthly; this way, everyone knows how to find you and get involved. Use these tips to help you make the most of your meetings:

- Create an agenda ahead of time and stick to it.
- Use a sign-up sheet to track who regularly attends each meeting. Collect members' contact information and share it via an online document or spreadsheet.
- Consider having a meeting with club leaders prior to general meetings to organize ideas and to create the agenda.
- Take minutes at every meeting to help make sure you carry out next steps; share them with anyone in the club who couldn't attend.
- Try to keep meetings under an hour. Consider providing some light snacks or beverages, especially during informational meetings.
- Keep everyone involved in each meeting—allow time for discussion of ideas and opinions.
- Take time to understand your members' interests and find out what Oxfam campaigns they are excited to work on.
- Alternate the types of meetings you hold: some informational, some planning, some group building, and some celebratory. Use our semester timeline (page 7) as a guide.

Stay informed. Oxfam can help you keep everyone in your club up to date on the latest news, actions, and opportunities. You can fill out the member contact sheet on page 11 and send it back to us, fill out the form on our website [here](#), or email us at clubs@oxfamamerica.org for an electronic version, and we'll send all members our monthly e-newsletter for student activists.

Elect leaders. Most clubs operate with a president, vice president, treasurer, and secretary, as well as a club liaison who maintains contact between club members and Oxfam staffers. As clubs grow, many elect leaders for specific campaigns. You may also want to consider appointing a communications or publicity person, who takes charge of email lists, Facebook, media contacts, and other forms of promotion.

Get recognized. Once you've generated interest from students—and possibly faculty—work toward gaining official club recognition from your school (check your school's activities website for further information). Recognition can give your club access to funding and greater visibility on campus.

Know your mission. Work with members to create a club mission statement or vision plan. Some schools require a written constitution for recognition as well; you can create your own or download our sample constitution at oxfamamerica.org/clubs.

Choose a campaign. To make the greatest impact, Oxfam Clubs link their efforts to one of Oxfam's current priority campaigns. Recent campaigns include building a better global food system; protecting the rights of communities affected by oil, gas, and mining projects; and supporting Oxfam's response to disasters and crises worldwide. Go to oxfamamerica.org to learn about our campaigns and the ways you can help.

PLANNING A SEMESTER OF ACTION

Now that your Oxfam Club is up and running, take some time to plan your activities for this semester and beyond. All Oxfam Clubs commit to organize two to three events per semester in support of Oxfam’s mission to end the injustice of poverty, as well as to report to Oxfam about their club’s events and activities.

Use your knowledge of your campus—along with these useful planning tips—to make your club a success.

Meet with a purpose. How often should your club meet? What should you aim to accomplish in a given week, month, or semester? Use our semester timeline on page 7 as a guide.

- You’ll want to leave time at the beginning of the semester for recruiting, strategizing, and planning before you host your first event.
- If officers are graduating at the end of the semester, make sure to leave time for electing new officers (consider holding elections at the start of the semester for a smooth transition).
- Consider the size of your group and the group’s resources when planning events—large groups may be able to organize several events per semester, while smaller groups should focus on one. Make sure you involve your entire club, since everyone has a talent to contribute.
- **Stay informed.** Get the latest updates from Oxfam by subscribing to our monthly e-newsletter for student activists (see page 11), and visit oxfamamerica.org for more information about our current campaigns and how you can help. You can also email us with questions at clubs@oxfamamerica.org.
- **Create a calendar.** Create a club calendar with meetings, deadlines, and event dates for the semester. Refer to your school’s academic and event calendars as you do so; think about which existing events will support your club goals (e.g., a student activities fair) and which will compete with them (e.g., final exams, breaks, and major athletic events). If your club existed last year, identify which dates worked best and consider holding events at the same time this year.
- **Choose events.** For inspiration, see the list of event ideas on page 8 of this guide. Consider tailoring your events to your club members’ interests and skills (e.g., if you have musicians in the group, think about holding an Oxfam Jam). Use our Event-Planning Checklist (page 10) to help keep track of the details.
- **Set goals.** Whether planning a single event or a semester’s worth of action on an Oxfam campaign, clearly identify the goals you’d like to accomplish. Do you want to generate signatures for a petition? Recruit new Oxfam supporters? Call on legislators or a company to do the right thing? Raise money (see sidebar on this page)? Your club can have more than one

goal, but whatever your aim, make sure you set specific, and realistic, targets for success (e.g., gather 500 signatures). Afterward, you can measure your activities against your goals, discuss what did and didn’t work, and use this information to inform your next steps.

FUNDRAISING AND OXFAM CLUBS

Oxfam Clubs are welcome (though not required) to raise money to support Oxfam America’s work around the world. (Visit our website at oxfamamerica.org to learn more about how your donations are used.) You can mail donations to Oxfam America, Attn: Oxfam Clubs, 226 Causeway Street, 5th Floor, Boston, MA 02114, or give online at oxfamamerica.org/donate.

For information about how to raise money for Oxfam at events—including auctions, tax receipts, and more—see our guide “How to fundraise for Oxfam: Frequently asked questions.” Email us at clubs@oxfamamerica.org to request a copy or download it at oxfamamerica.org/toolkits.

Oxfam America cannot provide funding for clubs, although we do supply free planning tools and event materials. If you’d like to raise money for your club itself, look for funding from your school’s student activities organization or hold a fund-raiser. If necessary, collect membership dues to cover the cost of club activities.

Note: When fund-raising for your club, you must specify that the funds are for your club activities and not for Oxfam America. For example, you can hold a bake sale to raise money to buy supplies for your club’s upcoming benefit concert, but you must tell people that the funds raised are going towards the concert, not Oxfam America.

Have questions? Email us at clubs@oxfamamerica.org or call (617) 517-9439.

Clarify your focus. Besides supporting Oxfam’s global campaigns, some Oxfam Clubs also take action on local poverty and hunger issues. If your club chooses to do so at public events, be sure to make a distinction between representing Oxfam’s work and representing the work of your Oxfam Club.

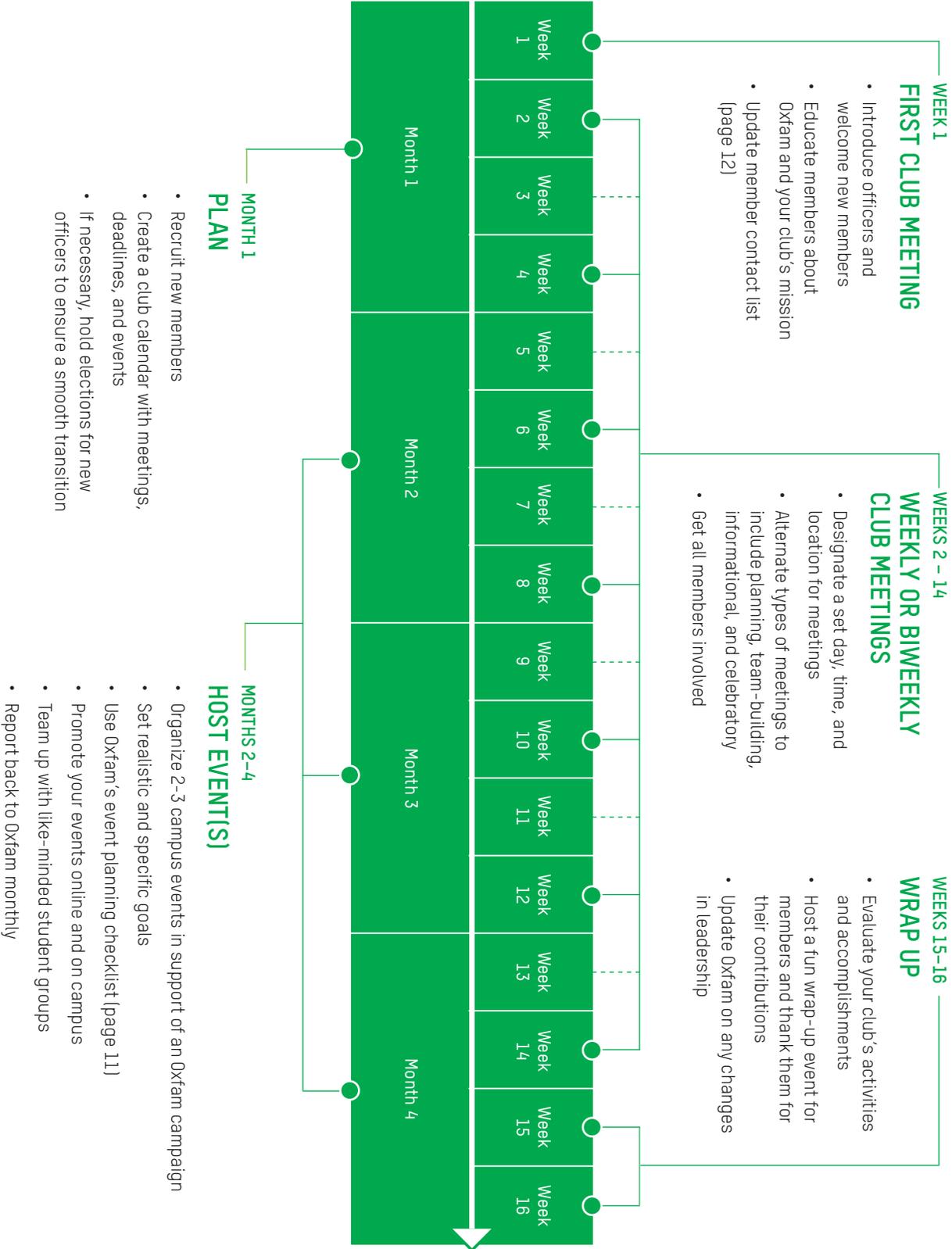
Connect on Facebook. Join the Oxfam America Clubs Facebook group to find event ideas from other clubs and to share photos, stories, and more.

Keep it going. Think ahead to make sure your club continues to grow, even if key members are graduating at the end of the semester. Follow these guidelines to build and sustain your membership:

- Give members who are not officers a chance to lead, whether through running an event or leading a meeting. Consider offering incentives (like leftover in-kind donations) to your most committed members.
- Encourage active and involved members to run for leadership positions. If you’re a college or university club, suggest that motivated and interested members apply for Oxfam’s CHANGE initiative (see page 2).
- Build relationships with professors, teachers, and your club adviser—faculty usually stay on campus more than four years.
- Establish your club as part of your school’s Student Union or Student Organizations Association.
- Host Oxfam info refreshers, like movie nights or group discussions, to keep members interested in your club’s mission and comfortable discussing Oxfam with others.
- Expand your membership by encouraging members to bring a friend to a club meeting.
- Plan activities that encourage teamwork and camaraderie between club members. Make sure everyone, especially newer members, feels comfortable speaking up and joining in group activities.
- Celebrate and appreciate your members! Host a fun wrap-up event at the end of every semester, like a pizza party or group dinner, and talk about what your club achieved. Make sure to thank and acknowledge members, especially those who went the extra mile.

Stay in touch. We want to hear from you! We will send your club a link to a monthly event report. Use this to tell us about your events. You can always reach us via email at clubs@oxfamamerica.org.

SAMPLE SEMESTER PLANNING GUIDE



IDEAS FOR STUDENT-LED EVENTS

You can organize a campus event through your school's Oxfam Club or simply by teaming up with a few like-minded volunteers. When you host an event to support Oxfam's campaigns, you're helping to get the word out, educating others about the issues, and showing friends and fellow students that they, too, have the power to make a difference.

Plan your event. Not sure where to begin? We can help. From start to finish, use our Event-Planning Checklist (page 10) to help you and your group of volunteers keep track of the details.

Get inspired. See below for a list of recent Oxfam events at campuses around the country. Choose one or two of the events from this list or use it as inspiration to come up with your own creative ideas.

- Oxfam Jam
- Photo and art exhibits
- Letter-writing parties or group call-ins to members of Congress
- *Oxfam Hunger Banquet* events (learn more at oxfamamerica.org/hungerbanquet)
- A masquerade ball fundraiser
- A photo booth, where students hold premade or handmade signs with statements about poverty and hunger
- Dining Hall Fasts, where students skip a meal as a group and donate the money saved to Oxfam (learn more at oxfamamerica.org/dininghall)
- Film screenings (check out www.youtube.com/oxfamamerica to find short, compelling videos to screen at your event)
- An informational table set up in high-traffic areas on campus (student union, outside a cafeteria, in major dorms)
- Sales of jewelry, baked goods, or other items, where every item sold includes information about Oxfam's work fighting global poverty and hunger
- Panel discussions featuring guest speakers and experts on the issues
- An on-campus "hunger week," featuring a weeklong series of events to raise awareness and funds to fight hunger. Successful Hunger Weeks have included benefit and services auctions, concerts, Dining Hall Fasts, speakers' panels, athletic events, and *Oxfam Hunger Banquet* events.

Find more resources online. Visit oxfamamerica.org/act to find more inspiring ideas, download materials for your event, and learn about Oxfam's latest actions and campaigns.

Consider a guest speaker. You may want to invite someone from your school to speak at your event, such as a faculty member with expertise on a particular issue or a student who recently volunteered in one of the countries where Oxfam works. Depending on availability, Oxfam may also be able to send a representative to speak at your event, especially if your club or campus has funds to cover travel expenses. To request an Oxfam speaker, send an email four to six weeks prior to the event to clubs@oxfamamerica.org.

Spread the word. Try these ideas for generating interest in your event:

- Use your personal network to get the word out. Set up a Facebook event page and share it with friends or talk to people in your house, dorm, classes, or activities. Nothing brings people to an event like the chance to hang out with friends while making a difference.
- If your event is open to the public, add it to our community calendar at oxfamamerica.org/events.
- Look for like-minded campus groups and find out if they want to cosponsor your event or promote it to their members (e.g., partner with a women's rights group for a women-focused *Oxfam Hunger Banquet* event). Besides bringing in more people and resources, these groups can add their different perspectives to the issues.
- Put up posters, chalk sidewalks, and hang banners to get people's attention.
- Host an informational table in a dining hall, dorm, cafeteria, or other common area.
- Ask a professor or teacher if you can make an announcement in class or if they'll offer extra credit to students who attend your event.

- See if your student service center will provide credit or service hours for students who volunteer at your event.
- Reach out to your campus or school paper and radio station and ask them to cover your event. Off campus, your local newspaper—whether it’s large or small—can be a great forum for publicizing your cause. For instructions on how to write a press release, download our toolkit “How to take action: Organizing in your community,” available at oxfamamerica.org/act.

Build community. Offer those who come to your event an opportunity to take action against poverty and hunger. One easy way is to print out copies of the Get Involved Sign-Up Sheet (page 12) and invite students to join Oxfam’s online community. If your school has an Oxfam Club, you can also provide a sign-up sheet for those interested in becoming members. (Make sure to follow up and let them know about your next meeting!)

Tell us how it went. We want to hear from you! Fill out the monthly event report. And don’t forget to email us at clubs@oxfamamerica.org or call us at **(617) 517-9439** to ask questions or share your successes.

EVENT-PLANNING CHECKLIST

The key to any successful event is organization. Oxfam has created this checklist to help you and your group of volunteers keep track of all the details of your event. The items are listed in chronological order. We recommend that you check off each task as you complete it. It's a great feeling!

- Identify your audience members and their interests.** Who will attend your event? Who do you want to attend? Knowing your intended participants will help you tailor your event to their interests and will increase the likelihood of their attending.
- Determine your purpose and goals.** Is the purpose of your event educational? To raise funds? Both? Clarify what you want to achieve so you can prioritize where your money and efforts are best spent.
- Choose the type of event.** Completing the two steps above should help you with this choice. Look through the activity ideas in this guide or call us at (617) 517-9439 for assistance or ideas.
- Set a date.** Consider these factors:
 - Conflicting events in your target audience's schedule
 - Available venues that meet your event's needs
 - Ample time for you and your volunteers to plan
- Order event materials.** Oxfam will mail you free materials for your event. Submit an order at oxfamamerica.org/eventmaterials. To ensure a timely arrival, please order materials at least two (2) weeks before your event.
- Determine your budget.** Ultimately, your decisions will be based on what you can afford. Consider what you will have to purchase versus what local merchants or organizations might donate. It is possible to host a successful event with little to no money.
- Compile a list of what you will need for your event.** Possible items include food, rentals (e.g., linens, chairs, sound system), promotion (e.g., invitations, fliers), volunteers, giveaways, special guests, and entertainment.
- Reserve a venue and file for any related permits.** Schedule well in advance of your event to ensure availability. To be safe, consider having a back-up venue.
- Get commitments from volunteers.** Delegate event responsibilities to willing volunteers. Set deadlines and keep the lines of communication open to ensure questions are answered and tasks are completed.
- Be creative!** Your audience won't be excited about your event unless you are, so make it interesting and fun. Unique themes and activities will attract more media interest as well.
- Promote your event.** Once you determine the specifics (what, when, where, who, why), tell the world! Make your publicity as exciting as the event itself. Consider using invitations, press releases, fliers, email announcements, newsletters, and social media. Add your event to Oxfam's nationwide event calendar at oxfamamerica.org/events.
- Prepare for the worst.** Bad weather, supplies running low, poor audience attendance—anything can happen, so take the time to create contingency plans.
- Do a run-through.** Think about the event from the participants' perspective. Consider your goals and make sure they are being met.
- Enjoy your event!** You've worked hard to get to this point, so enjoy yourself. Relax, but make sure volunteers are on task and participants are engaged.
- Evaluate your event after it is over.** Think about what worked and what didn't. Talk to attendees, volunteers, special guests, and others involved. Capture the information and file it for future event planning.
- Show your appreciation.** Send thank-you notes to those who volunteered or donated items for your event.
- Tell Oxfam about your event and send any money raised and petitions collected, along with stories, anecdotes, photos, and fliers, to:**

OXFAM AMERICA
ATTN: OXFAM CLUBS
226 CAUSEWAY STREET, 5TH FLOOR
BOSTON, MA 02114-2206

