



Oxfam America student action guide:

Tips for your school or campus

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Dear friends,

Oxfam America is an international relief and development organization that creates lasting solutions to poverty, hunger, and injustice. Together with individuals and local groups in more than 90 countries, Oxfam saves lives, helps people overcome poverty, and fights for social justice.

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 America's most committed supporters—organizing events and building networks on campus and beyond.

That's why we've created this action guide especially for you, 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, you're helping Oxfam build a global movement to end hunger and poverty. It is not an overstatement to say that your efforts can change lives.

I've been working with Oxfam's student activist community since 2004. 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
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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 4.

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 7 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 America Hunger Banquets*. See page 11 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 America'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 America's work. To apply or learn more, go to oxfamamerica.org/change.

Connect with volunteers. The Oxfam Action Corps is a group of dedicated volunteers in more than a dozen US cities who campaign with Oxfam to fight poverty around the world. Find out how to connect with local volunteers at oxfamamerica.org/actioncorps.

Make some noise. We're looking for students to volunteer at concerts by Oxfam supporters like Wilco and TV on the Radio. Apply at oxfamamerica.org/volunteer.

Go online. Visit oxfamamerica.org/actfast for event ideas, online actions, a community calendar, and more. And don't forget to like us at facebook.com/oxfamamerica.

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 (800)77-OXFAM x9415.



Starting an Oxfam Club

About 100 Oxfam Clubs are currently active at US high schools and universities, 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 America 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, we'll send you a thank you kit with free Oxfam gear.

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 (see previous page) 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.

Using the Oxfam America logo

Oxfam America 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.

For example, there are two standard logo constructions for an Oxfam Club: one-line and two-line (see below). The one-line construction should be used for schools with relatively short names. The two-line version may be used when more space is required to accommodate a longer name.



For more information, download our Oxfam Clubs logo specifications (PDF) at oxfamamerica.org/clubs or email clubs@oxfamamerica.org for a copy.

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 10) as a guide.

Stay informed. Oxfam can help you keep everyone in your club up to date on the latest news, actions, and opportunities. Fill out the Oxfam Club Member Contact List on page 14 and send it back to us, 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 America 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 grassroots 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 are required to organize one to three events per semester in support of Oxfam’s mission to fight poverty and hunger, 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 10 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 America by subscribing to our monthly e-newsletter for student activists (see page 14), 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 11 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 a benefit concert). Use our Event-Planning Checklist (page 13) 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 below)? 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.

Fund-raising 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, "Fund-Raising for Oxfam: Frequently Asked Questions." Email us at clubs@oxfamamerica.org to request a copy or download at oxfamamerica.org/publications/fund-raising-for-oxfam-frequently-asked-questions.

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 (800)77-OXFAM x9415.

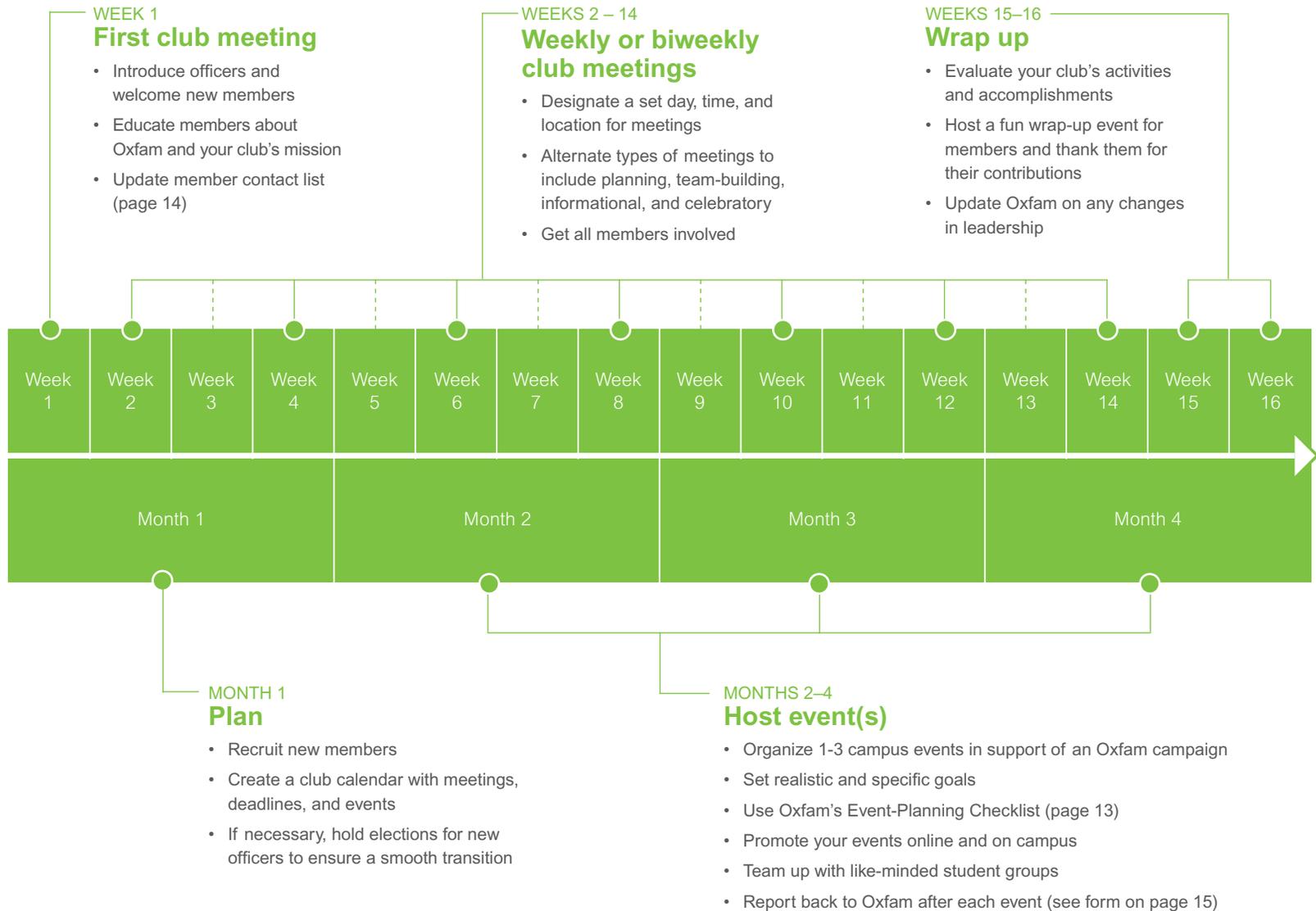
Connect on Facebook. Join the Oxfam America Clubs Facebook group to find event ideas from other clubs and to share photos, stories, and more. Search “Oxfam America Clubs” on Facebook or go to [facebook.com/groups/8289483284](https://www.facebook.com/groups/8289483284).

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. Considering 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 3).
- 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! After each event that you organize, fill out the Tell Us About Your Event Form on page 15 and mail it to us at Oxfam America, Attn: Oxfam Clubs, 226 Causeway Street, 5th Floor, Boston, MA 02114. You can also send us the information via email at clubs@oxfamamerica.org.

Sample semester timeline





NESSA STOLTZFUS / OXFAM AMERICA

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 America'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 13) 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 high schools and colleges 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 benefit concerts
- Photo and art exhibits
- Letter-writing parties or group call-ins to members of Congress
- *Oxfam America Hunger Banquets* (learn more at oxfamamerica.org/hungerbanquet)
- A masquerade ball fund-raiser
- 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 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 America Hunger Banquets*.

Find more resources online. Visit oxfamamerica.org/actfast 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 America Hunger Banquet*). 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 “Oxfam America Organizing Guide” (oxfamamerica.org/publications/oxfam-america-organizing-guide).

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 16) and invite students to join Oxfam America’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! After every event, big or small, fill out the Tell Us About Your Event Form on page 15 and mail it back to Oxfam America, Attn: Oxfam Clubs, 226 Causeway Street, 5th Floor, Boston, MA 02114. You can also send us the information via email at clubs@oxfamamerica.org. And don’t forget to email or call us at (800)77-OXFAM x9415 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 (800) 77-OXFAM x9415 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
- 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 backup 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 postcards.
- 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 (see form on next page) and send any money raised, along with stories, anecdotes, photos, and fliers, to:**

Oxfam America
ATTN: Oxfam Clubs
226 Causeway Street, 5th Floor
Boston, MA 02114-2206

