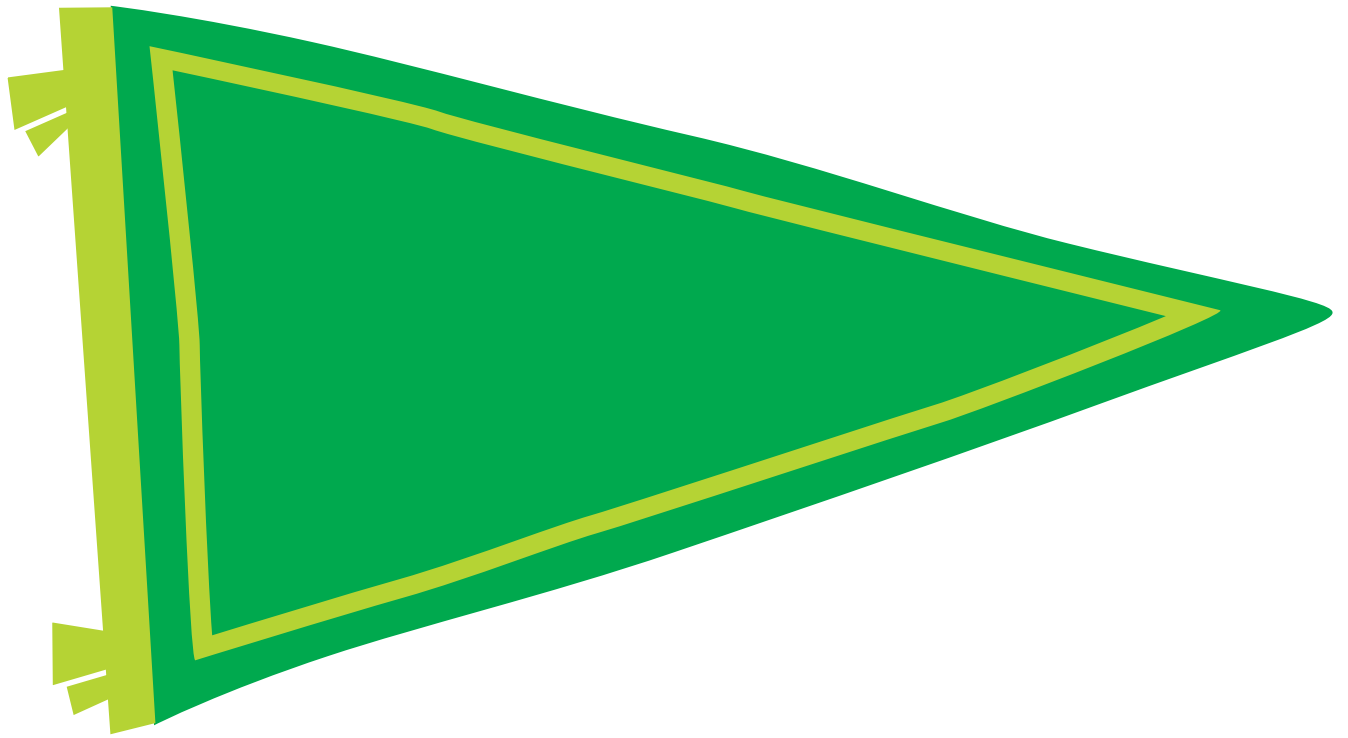


OXFAM TOOLKITS

# 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](https://oxfamamerica.org/toolkits), or email [actfast@oxfamamerica.org](mailto: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 college and university students, whose dedication and optimism attracted others to the cause. More than four decades later, students like you still number among Oxfam's most committed supporters—organizing events and building networks on campus and beyond.

We have created this toolkit for you, Oxfam student activists. Inside, you'll find tips for starting and running an Oxfam Club, ideas for campus events, and much more. And, as always, use Oxfam's youth engagement team as a resource. We are always here for you.

We want to empower you to take action on campus, and feel supported throughout your journey. Your success is important to us. 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.

In working with Oxfam's student activist community, I am always inspired by your energy and commitment. Together, we can change the world. Thank you for all of your efforts.

Sincerely,



**VANIA LOREDO**  
**YOUTH ENGAGEMENT ADVISOR, OXFAM AMERICA**  
**[clubs@oxfamamerica.org](mailto:clubs@oxfamamerica.org)**  
**(617) 517-9439**

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## WAYS TO GET INVOLVED

As a college student, we know your time is valuable. The list below can help you figure out ways to be part of the Oxfam community.

**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](mailto: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. As part of Oxfam's efforts to connect and form community, our active Oxfam Clubs members are eligible to apply to our annual CHANGE training. For more information, go to [oxfamamerica.org/change](http://oxfamamerica.org/change).

**Make some noise.** We're looking for students to volunteer at concerts by artists who support Oxfam like Lake Street Dive, Fitz and the Tantrums, and Lucius. Apply at [oxfamamerica.org/volunteer](http://oxfamamerica.org/volunteer).

**Add us on social media.** Follow us on Instagram and Twitter.  
 [oxfamamerica\\_clubs](https://www.instagram.com/oxfamamerica_clubs)    [@CHANGELeaders](https://twitter.com/CHANGELeaders)

**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](mailto:clubs@oxfamamerica.org) or call (617) 517-9439.

// I wanted to play a role in changing the way my generation and peers view the world, and I believe we should be coming together to make society better for everyone. //

—Mauzay Dlamini, The College of Idaho

# STARTING AN OXFAM CLUB

More than 60 Oxfam Clubs are currently active at colleges and universities across the US, 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.

**Learn more about Oxfam.** Before starting your Oxfam Club, read more about Oxfam’s work and campaigns. Go to [oxfamamerica.org](http://oxfamamerica.org) to read the latest stories and learn about the issues. You’ll also find our fact sheets, toolkits, and other materials that you can download and order.

**Name your club.** Name your club in one of two ways: Oxfam Club at [your college name] (e.g., “Oxfam Club at UC Santa Cruz”) or [college name] Oxfam Club (e.g., “UC Santa Cruz 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 Instagram:** We recommend setting up your Oxfam account that includes @Oxfamclub[insert university abbreviation]
- **On Facebook:** We recommend setting up a Facebook group for your club, using the name “Oxfam Club at [university abbreviation].”
- **On Twitter:** If you set up a Twitter account for your Oxfam Club, it should be named “@OxfamClub[university abbreviation] (e.g., “@OxfamClubUCSantaCruz”).

**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, the latest news and volunteer opportunities, and other student activists nationwide. Register your club by filling out our simple online form at [oxfamamerica.org/clubsreg](http://oxfamamerica.org/clubsreg). 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. Go to [oxfamamerica.org/clubslogos](http://oxfamamerica.org/clubslogos) to see examples. To request a custom logo for your club, email [clubs@oxfamamerica.org](mailto:clubs@oxfamamerica.org).

**Submit your member contact list:** Keep your Oxfam Club in the loop by submitting contact info to receive newsletters and other important Oxfam-related news. Send members contact info via [oxfamamerica.org/clubscontact](http://oxfamamerica.org/clubscontact).

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

- Create social media accounts to engage your audience. This could be via Instagram, Snapchat, or Twitter.
- Put up posters and fliers or make announcements in your classes.
- Set up a table with information in high-traffic areas on campus (student union, outside a cafeteria, in major dorms) and at fairs.
- Spread the word. Most people who volunteer do so because someone they know asked them to join.
- Hold an informational meeting to generate interest. Offer food and beverages to increase attendance.
- Gather email addresses and send out emails to keep your Oxfam Club members updated and involved.
- Connect with Oxfam staff to share what you are up to and to learn more about club commitments and expectations.

## KNOW YOUR COMMITMENT

Active Oxfam Clubs are expected to meet the following yearly commitments:

- Support one of Oxfam’s current priority campaigns (see next page to learn more);
- Host at least three to five events per semester;
- Submit monthly event summaries to Oxfam in **Survey Monkey**;
- Tell us who your club members are. You can fill out the form on our website **here**.

Have questions? Contact us at [clubs@oxfamamerica.org](mailto:clubs@oxfamamerica.org).

**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 our semester timeline (page 7) as a guide.

**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, social media, and other forms of promotion.

**Get noticed.** 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](https://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 migrants and refugees; fighting the climate crisis; and supporting Oxfam's response to disasters and crises worldwide. Go to [oxfamamerica.org](https://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 organizing three to five events per semester in support of Oxfam’s mission to end the injustice of poverty, as well as to reporting 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 allot 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 clubs may be able to organize several events per semester, while smaller groups could focus on one.
- **Stay informed.** Once you sign up as a member, you are automatically added to our email list. Visit [oxfamamerica.org](http://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](mailto: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).
- **Choose events.** For inspiration, see the list of event ideas on page 8. 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 9) 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.

**Clarify your focus.** Besides supporting Oxfam’s global campaigns, some Oxfam Clubs also take action on local poverty and hunger issues. Be sure to make a distinction between representing Oxfam’s work and representing the work of your Oxfam Club.

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

### FUNDRAISING AND OXFAM CLUBS

Oxfam Clubs are welcome (though not required) to raise money to support Oxfam America’s work around the world. (Visit [oxfamamerica.org](http://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](http://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](mailto:clubs@oxfamamerica.org) to request a copy or download it at [oxfamamerica.org/toolkits](http://oxfamamerica.org/toolkits).

Oxfam America provides limited funding for clubs, as well as free planning tools and event materials. If you need more information, email [clubs@oxfamamerica.org](mailto:clubs@oxfamamerica.org). If you’d like to raise money for your club itself, look for funding from your school’s student activities organization or hold a fundraiser. If necessary, collect membership dues to cover the cost of club activities.

Note: When fundraising 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](mailto:clubs@oxfamamerica.org).

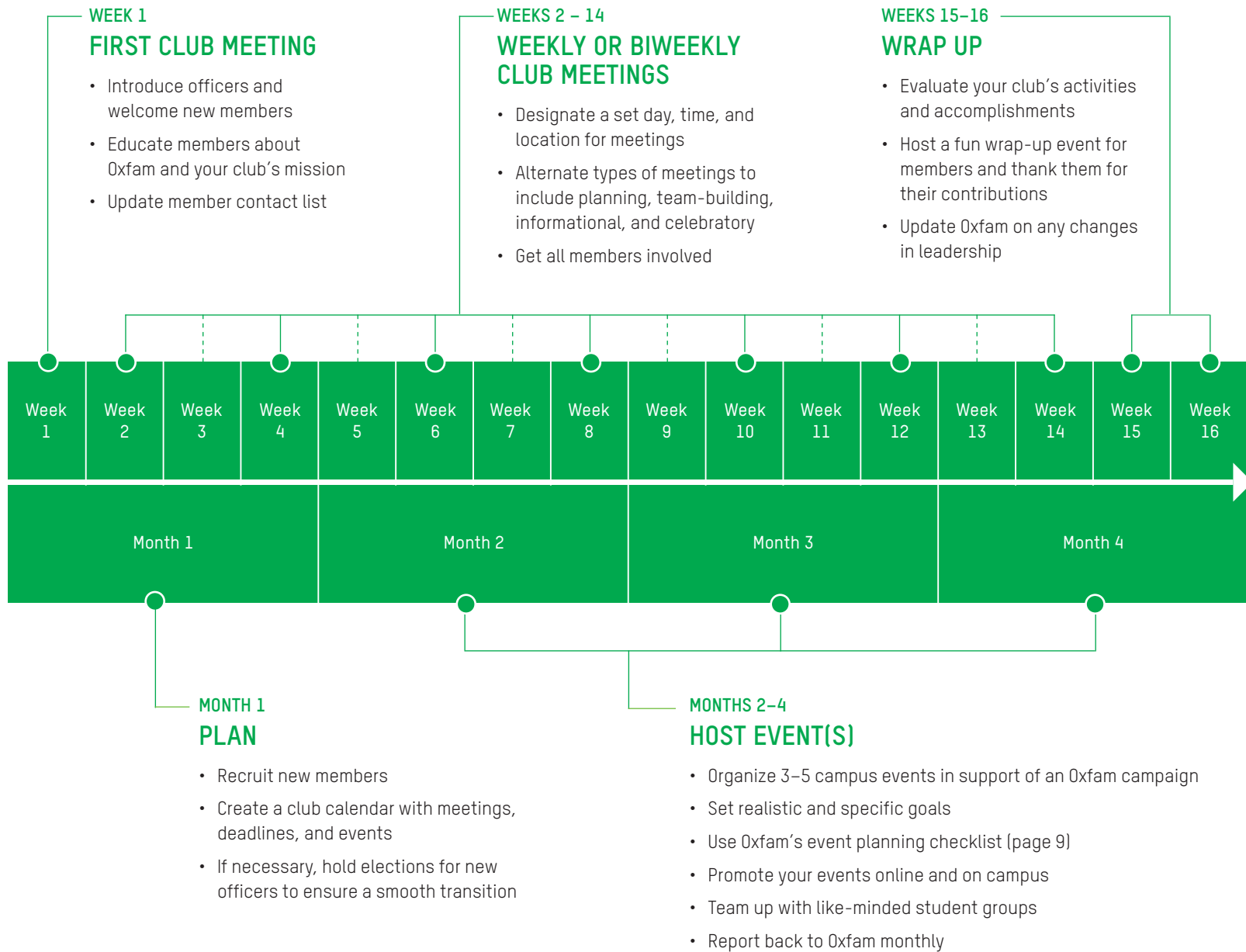


**Keep it going.** Think ahead to make sure your club continues to grow. Follow these guidelines to build and sustain your membership:

- Give members who are not officers a chance to lead, whether through running an event or leading a meeting.
- 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.
- Encourage 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. 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. Fill out the report with information about your events. You can always reach us via email at [clubs@oxfamamerica.org](mailto: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 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 fellow students that they, too, have the power to make a difference.



### PLAN YOUR EVENT.

Not sure where to begin? Use our event-planning checklist (page 9) 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 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](https://oxfamamerica.org/hungerbanquet))
- A masquerade ball fundraiser
- A photo booth
- Dining hall fasts, where students skip a meal as a group and donate the money saved to Oxfam (learn more at [oxfamamerica.org/dininghall](https://oxfamamerica.org/dininghall))
- Film screenings (check out [www.youtube.com/oxfamamerica](https://www.youtube.com/oxfamamerica) to find 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)
- Panel discussions featuring guest speakers and experts
- A hunger awareness week, featuring a weeklong series of events to raise awareness and funds to fight hunger. Successful hunger awareness weeks have included auctions, concerts, dining hall fasts, panels, athletic events, and *Oxfam Hunger Banquet* events.



### FIND MORE RESOURCES ONLINE.

Visit [oxfamamerica.org/take-action](https://oxfamamerica.org/take-action) 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 professor or graduate student who is an expert on a particular issue. 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](mailto: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.
- If your event is open to the public, add it to our community calendar at [oxfamamerica.org/events](https://oxfamamerica.org/events).
- Look for like-minded campus groups to co-sponsor your event or promote it to their members. 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.
- 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 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](https://oxfamamerica.org/act).



### BUILD COMMUNITY.

Offer those who come to your event an opportunity to take action against poverty and hunger, and invite students to join Oxfam's online community. As part of a growing network of students, you can connect online with other Oxfam Clubs via **Basecamp**. If your school has an Oxfam Club, you can also provide a sign-up sheet for those interested in becoming members.



### 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](mailto:clubs@oxfamamerica.org) 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? 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 for assistance or ideas.
- ❑ **Set a date.** Consider these factors:
  - Conflicting events
  - Available venues
  - Ample time to plan
- ❑ **Order event materials.** Oxfam will mail you free materials for your event. Submit an order at [oxfamamerica.org/eventmaterials](https://oxfamamerica.org/eventmaterials). To ensure a timely arrival, please order materials at least two (2) weeks before your event.
- ❑ **Determine your budget.** 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.
- ❑ **Promote your event.** Once you determine the specifics (what, when, where, who, why), tell the world! 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](https://oxfamamerica.org/events).
- ❑ **Be prepared.** 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 and photos to:**

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

# PLANNING AND HOSTING YOUR FIRST OXFAM MEETING OR EVENT

The first club meeting of the semester sets the stage for the entire year of on-campus involvement with Oxfam. A successful first meeting can also help you create a more robust Oxfam Club, with dedicated members who can help you extend your club's legacy, and promote Oxfam's mission.

It is important to have a clear **purpose** and **goals** in mind when hosting a meeting, whether the meeting is intended to provide introductory information about Oxfam or to plan future events.

**Purpose** of general meetings:

- Build a strong club identity
- Develop relationships—get to know each other, build friendships with others, and have fun!
- Teach people about Oxfam—promote Oxfam as a wide-reaching organization, educate members about national and international campaigns
- Plan and prepare for events, and brainstorm ideas

**Goals** of the first meeting:

- Introduce club executives and current members
- Develop club membership
- Engage new members in Oxfam's mission

## CREATING AN AGENDA

Creating a clear and concise agenda ahead of time can mitigate stress and can ensure that you are staying on track. One helpful tip is to have a PowerPoint that attendees can follow during the meeting. When you create an agenda, stick to it! A sample agenda could look like:

### INTRODUCTION

- Music and snacks
- Introduce members/exec team
- Icebreaker/friendly small talk

### OXFAM NEWS

- Share Oxfam newsletter, videos, stories, and blogs
- Open discussion

### EVENT PLANNING AND REMINDERS

- Announce event
- Delegate tasks

### CLOSING

- Questions and discussion
- Summary/next steps
- Reminders about next meeting

## TIMELINE OF A MEETING/EVENT

### BEFORE:

- Allow at least two weeks—set date, time, place (set far in advance, and have a recurring meeting space)
- At least one week in advance—start promoting your event with posters around campus, social media posts, email invites and reminders
- Day of—check all supplies, send reminder email/texts/social media posts, set up room

### DURING:

- Stick to your agenda

### AFTER:

- Within one week—send a follow-up email, be clear about delegated tasks/upcoming events, focus/purpose, and goals

## MEETING BEST PRACTICES

Some of the best meetings have the following traits:

- **Well planned agenda:** Create a clear and balanced “before and after” structure with a focus on the purpose and goals of the meeting.
- **Adequate advertising beforehand:** Cast a wide net when promoting your meeting. The more notice you give people, the likelier they will show up because they know when and where the meeting is taking place.
- **Attendance from executive members:** Show up. Not showing up at a meeting displays poor dedication to the club and its values.
- **Inclusivity:** Ensure that everyone feels welcome and appreciated.
- **Grounding practice and/or icebreakers:** These can ease tension and allow people to build connections.
- **Take minutes:** Capture and share these notes after every meeting to make sure you carry out next steps.
- **Call to action:** Give new members a reason to keep coming back!