

How does your garden grow?

Starting a Global Exchange Chapter on Your Campus

Step 1: Dreaming Green? Contact us!

Let us know that you're having green dreams and want to organize a Global Exchange chapter on your campus. Our *Chapters Program Coordinator* will help you plant your seeds by guiding you through the process of getting started, offering you support and other helpful resources:

Chapters Program Coordinator
415.255.7296
chapters@globalexchange.org.

Step 2: Identify the fertile grounds on your community

- a. **Find out your school's requirements** for organizing a campus group. Often the requirements are found under the Student Affairs section of your school's website. You can also check with the Office or Dean of Student Affairs on your campus.
- b. **Organize a Green Core.** Green growth requires nurture and care and you'll want to get started on fertile grounds. Establish a solid support base for your chapter by gathering a group of friends and contacts (3-5 people) to help you lay the grounds for the chapter. Consider announcing your interest in organizing a chapter to students in relevant courses or by posting on listservs. If you're having trouble finding others to work with, our *Chapters Program Coordinator* can try to connect you with other Global Exchange supporters on your campus.
- c. **Identify a Faculty Advisor.** A faculty advisor can offer support, ideas, and guidance to your chapter. A faculty advisor also ensures continuity of the group as members and leadership of the chapter may transition each year because of students graduating or transferring. Be sure to communicate clearly to the potential faculty advisor, the time commitment their role requires.

Step 3: Establish your garden--Organize a meeting of Green Core members.

Discuss where and how you want to begin planting? Brainstorm campaign ideas for your chapter. What environmental, social or economic justice issues are you each interested in? Where are you seeing red in your community or on your campus? How can you green your community/campus? How will a Global Exchange chapter be different from groups on campus that already exist? How can your campus connect to Global Exchange's national campaigns? Check out the *Choosing an Issue Criteria* (In the *Campaigning 101* section of this toolkit) to guide you in this process.

Also discuss chapter structure: How much time can you each commit to the chapter? What skills and resources can you each offer? How will your chapter be structured? How often will you meet? Where will you meet? Following this meeting, mail in your "Chapter Start Up Form" with the name of your Green Core members, your chapter location and a few sentences about why and how you will plant the seeds of Global Exchange locally. You can also use this same information to fill out any required forms to officially register the chapter as a campus group. We will also ask you to select one person to serve as the Chapter's Coordinator (this must be a student). You can read more about *Chapter Coordinator Responsibilities* in *Chapters Appendix C* of this toolkit.



Step 4: Plant your seed—Throw a “Green Party.”

- g. What?** Throwing a Green Party is an opportunity to announce the launch of your chapter, present your campaign ideas and invite others on your campus to join. You will want to begin planning at least one month in advance to allow for adequate time to prepare everything. **Check out the *Green Party Appendix A* to help you plan your agenda.**
- r. Where?** Small meeting rooms, classrooms or coffeeshops on your campus are all great potential locations for your green party. You will need a space that can comfortably seat 10-25 people. Consider places that are centrally located, easy to find, and wheelchair accessible. *Tip:* Global Exchange cannot cover the costs of any rental fees, so it’s best to find a place that’s free of charge. One great benefit of registering your chapter as an official campus group is that it may potentially qualify you for club funding from your school, which can be used toward covering the costs of materials/refreshments for your Green Party.
- e. When?** The date depends on whom you are expecting to come. Generally, a weekday evening works best; however, consider your audience. Check out your campus calendars before setting a date. Be sure there aren’t any major local events happening on the date of your meeting; stay away from holidays and long weekends, when people are most likely to travel.
- e. Who?** Consider advertising the chapter’s launch in your local community by posting signs in public spaces (schools, libraries, grocery stores, community centers, churches); post flyers around campus; make announcements in classes; make announcements at meetings of other groups; post on listservs and other electronic spaces (i.e. student/social networking websites).
- n. Why?** The ultimate goal of your Green Party is to motivate people to join your chapter and commit to the green campaign you are bringing to your campus/community.



Step 5: It’s time to GrOw--Launch your campaign.

Use one of Global Exchange’s single issue campaign toolkits or the *Campaigning 101* section of this toolkit to guide you through the process. To request a single issue campaign toolkit visit www.globalexchange.org/chapters or contact chapters@globalexchange.org