

NETWORKING

Connect with campus groups and professors who are interested in issues such as poverty, globalization, corporate responsibility, immigration, and progressive social change. Possible student allies include Latino/Hispanic organizations, social justice groups, religious organizations, and faculty/staff unions. When networking, look for common ground and discuss how you can support each other's struggles. Likewise, sympathetic professors may be found in many departments, including Latino/Hispanic studies, labor studies, economics, sociology, anthropology, and many others. Ask professors to invite students to speak about the boycott, allot class time for discussion, and/or give extra credit for teach-in attendance.

PROMOTION

Your network of supporters provides a solid base to invite to educational events and protests. Their support can also be critical if you try to boot Taco Bell off your campus. Other easy ways of promoting your events and the boycott include flyers, banners, and sidewalk chalk. (Check the SFA website and organizing packet for sample flyers.) A public service announcement can be made on student radio and TV stations. Finally, most campus newspapers allow student groups to submit information about upcoming events, and you can always write an editorial about the boycott. Make sure to get the word out about an event far enough in advance so folks can make plans to attend.



FUNDRAISING

It takes a great deal of money to organize a national campaign such as the Taco Bell boycott. One important way students support the SFA's work is to assist with fundraising. There are many ways to go about this. For example, if the CIW sends a speaker to your campus for a teach-in, try to obtain an honorarium or speaker fee from

your school. This helps defray travel costs and allows the CIW to continue its important work. Most colleges have funds available for this very purpose. You can also "pass the hat" (i.e. ask for donations) at teach-ins, film screenings, and protests. Other fundraising ideas include benefit concerts or "fair food" taco dinners; ultimately, your creativity is the limit. Remember, every little bit helps!

TEACH-INS

You networked... you promoted... now it's time for a teach-in. This is a wonderful opportunity to educate your campus and community about how they can support the struggle for farmworker justice. It's important to have the facts straight, so make sure you're well-read on the issues. Detailed information about working conditions in the tomato fields and CIW campaigns--including the Taco Bell boycott--is available in the organizing packet and on the CIW website (www.ciw-online.org). Think about how you can make the event as participatory and engaging as possible. If you don't feel comfortable doing a full presentation, contact us about receiving a film to show. Also, the CIW frequently goes on cross-country speaking tours. Check the website or contact us to find out when we'll be in your area!



PROTESTING

One crucial way you can pressure Taco Bell to improve conditions for farmworkers is by organizing ongoing protests against the chain. Many factors go into planning for a protest. First, carefully scope out your location and time. You want to choose a visible Taco Bell near a busy road, and, to maximize your effectiveness, you should also be there during peak business hours. Next, decide how much risk of arrest--if any--you want to involve. In most cases, you can legally stand on the sidewalk in front of a Taco Bell (public property) but may get hassled or arrested for refusing to leave Taco Bell's lawn (private property).

You want your protest to be as lively and loud as possible. It really helps to make colorful signs and banners ahead of time. Soda cans filled with uncooked beans and five-gallon buckets turned upside down can add some percussive flair to your action, as well.



Several chants and protest slogans are available on the SFA website. Also, some protesters have been known to pass out free burritos to entice folks away from Taco Bell. After all, it's hard to say no to free food! And don't forget to bring plenty of flyers to hand out to potential Taco Bell customers. Once the protest is underway, let the Taco Bell managers know why you're there. Ask them to call corporate headquarters demanding they resolve the boycott. Lastly, let the press know what's going on. Write up a press release a few days beforehand and send it to local media outlets. For a sample press release, check the organizing packet or visit www.press-release-writing.com and www.spinproject.org.

OTHER ACTIONS

In addition to protests and educational events, there are other ways to build momentum for your campaign and spread awareness about the boycott. For example, you can organize a postcard drive on your campus. SFA has petitions and postcards to sign and send to David Novak, CEO of Yum Brands (Taco Bell's parent company and also owner of Pizza Hut, KFC, Long John Silver's, and A&W restaurants). Feel free to contact us for large quantities of postcards. Or you could organize a call-in day to Yum Brands and/or Taco Bell headquarters. Set up tables in a busy area, either near pay phones with pre-paid calling cards or with cell phones on hand. Let us know if you plan to do this and we can help coordinate support. Another possibility is to organize weekly events for "Fair Food Fridays" on your campus, promoting alternatives to fast food that respect human and worker rights. This is a great opportunity to share delicious homemade food or tacos from a local taqueria while educating people about the boycott.