



TEAM SWEAT – CAMPUS CAMPAIGN

Do you want to lead a Team Sweat campaign on your campus? Then let's get started!

KNOW THE MISSION

Team Sweat is an international coalition of consumers, investors and workers committed to ending the injustices in Nike's sweatshops around the world.

By marshalling the energy of a decade and a half of organizing on the Nike sweatshop issue, Team Sweat is striving to ensure that all workers who produce Nike products are paid a living wage.

KNOW THE GOALS

Team Sweat is currently pursuing two campaign goals to further our mission.

1. Nike must disclose wage rates for every factory where its products are made.
2. Tiger Woods must visit Indonesia with Team Sweat to meet Nike factory workers and hear their concerns.

GET A SPONSOR

Find a campus group to sponsor your Team Sweat campaign. If you can't find a campus group, start your own. If you want help on how to start a campus group, email me at jim@teamsweat.org.

START TAKING ACTION

Here are the actions to take for your Team Sweat campus campaign.

1. Organize a meeting with the campus group that is sponsoring the Team Sweat campaign to discuss our mission, goals and objectives.
2. Get 500 people to sign postcards to Tiger Woods and 500 people to sign postcards to Phil Knight. Postcards can be found in the FIGHT/BE HEARD/START A POSTCARD CAMPAIGN section of the Team Sweat website.



3. Organize an action in your community with the purpose of getting Tiger Woods attention. If there is a Niketown or a Nike outlet store in your town/city, these are the best places to do the action. An outline for a sample demonstration can be found in the FIGHT/BE SEEN/ORGANIZE A DEMONSTRATION section of the Team Sweat website. Remember, this is just a suggested outline. If you want to do something else, be creative and go for it!
4. Produce a 30 second "commercial" geared towards high school and college students that will be posted on the Team Sweat website. Consider using the following copy as a framework for the piece.

Nike, what are you hiding?
Tell us what your workers get paid to make our sneakers.
Disclose wage rates now.

5. Get 50 people to join Team Sweat by posting a video message to Nike. To see what other students have done, check out the JOIN/MEET section of the Team Sweat website.
6. Get orders for 50 "Slavery" campaign t-shirts from friends and family. We ask for a \$20 donation for each shirt. You can check out the shirts under the GIVE section on the Team Sweat website. Once you get the orders, email them to jim@teamsweat.org and I will get the shirts printed and sent off to you for distribution.
7. Send me a weekly update on your activities, either as a video or a written report. I will post this on the Team Sweat site.

You can always email or call me (732.988.7322) for help and support as you move forward. I am looking forward to hearing about how things are going at your school.

Peace,

Jim Keady, Founder and Captain
Team Sweat