



# BOOT THE BRAIDS 101

## PASSING SCHOOL / CITY RESOLUTIONS

Student/Farmworker Alliance

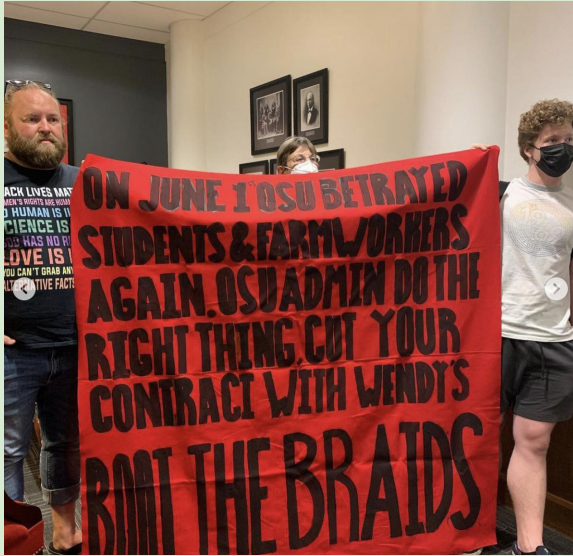
---

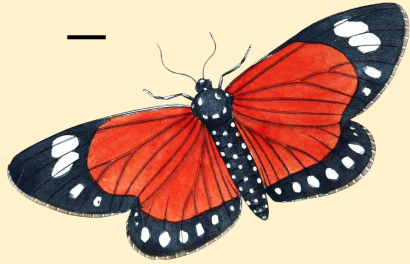


---

# WHY RESOLUTIONS?

- History – Who has passed resolutions thus far?
  - Cities:
    - Caraboro, North Carolina
    - Ann Arbor, Michigan
    - Gainesville, Florida
    - New York City, New York
  - Schools:
    - University of Florida
    - University of Michigan
    - Florida Atlantic University
    - Florida Gulf Coast University
    - Ohio State University
    - Florida State University
- Outcomes
  - Builds multi-level support
  - Energizes supporters
  - Incentivizes additional endorsements
  - Media attention
  - *Wendy's attention*





---

# RESOLUTION BASICS: LANGUAGE

**FGCU Resolution: "Therefore let it be enacted that the FGCU Student Body Senate... calls upon administration to not allow Wendy's to be a food provider on campus unless the company signs onto the Fair Food Program..."**

Resolutions are made up of two main types clauses (though exact language may differ):

- **WHEREAS** - multiple background points giving context and justification for the resolution
  - **THEREFORE** - the aims and actions of the resolution (encourages, endorses, calls upon, etc.)
-

# EXAMPLES

## ASSEMBLY RESOLUTION 8-NUMBER

### A RESOLUTION URGING U-M ADMINISTRATION TO REJECT ANY UNION BID FROM WENDY'S UNTIL IT SIGNS ON TO THE FAIR FOOD PROGRAM

**WHEREAS,** The University of Michigan encourages its students to engage within and beyond the Michigan community in order to promote its values, challenge the status quo and impact the future<sup>1</sup>.

**WHEREAS,** The University of Michigan has committed itself and its students to researching, debating, and addressing human rights issues around the world through the establishment of the Donia Human Rights Center<sup>2</sup>; **AND**

**WHEREAS,** The University of Michigan demonstrated this commitment by ending its contract with an apparel-maker Russell Corp. in 2009 due to their denial of workers' rights at one of its plants in Honduras<sup>3</sup>; **AND**

**WHEREAS,** The University of Michigan and its students have a long standing history of supporting the farmworkers that put food on our tables<sup>4</sup>; **AND**

**WHEREAS,** In 2003, Michigan students mobilized to table a student government resolution that encouraged Taco Bell to come to campus, citing evidence of slave labor practices in Taco Bell's supply chain<sup>5</sup>; **AND**

**WHEREAS,** This "Boot the Bell" campaign, led mostly by student governments, student groups, and national organizations, ultimately led Taco Bell to sign on to the Coalition of Immokalee Workers' (hereafter CIW) Fair Food Program, which Taco Bell continues to follow today<sup>6</sup>; **AND**

**WHEREAS,** The CIW Fair Food Program was founded in 2013 in response to the Boot the Bell campaign and currently works to ensure fair working conditions and wages for farmers of participating companies<sup>7</sup>; **AND**

**WHEREAS,** In five short years since its implementation, the Fair Food Program has prevented modern-day slavery and sexual violence, improved farmworker wages, and guaranteed basic safety protections for workers<sup>8</sup>; **AND**

## Resolution No. 180804

### A RESOLUTION ENCOURAGING GAINESVILLE RESIDENTS AND BUSINESSES TO SUPPORT FARMWORKERS' RIGHTS AND URGING WENDY'S AND OTHER FOOD SERVICE PROVIDERS TO SUPPORT THE FAIR FOOD PROGRAM

WHEREAS, the City of Gainesville strives to foster a warm and welcoming community, protective of human rights, supportive of sustainable practices, and demanding of safe working conditions; and

WHEREAS, the City of Gainesville is a local government partner in Welcoming Gainesville and a supporter of the living wage movement, which promote the realization of a more just and sustainable economy that supports all workers; and

WHEREAS, the Presidential Award-winning Fair Food Program, launched by the Coalition of Immokalee Workers (CIW) in 2011, creates partnerships between farmworkers, growers, and participating retail buyers to enforce fair wages, worker safety, and other basic protections, including verifiable protections for farmworkers against sexual violence and other abuses in the supply chain for food service chains and franchises; and

WHEREAS, numerous fast food restaurant chains, including McDonald's, Burger King, Subway, Taco Bell, KFC, and Chipotle, have signed on as Participating Buyers in the Fair Food Program and are cooperating with the monitoring requirements and purchasing guidelines of the program; and

WHEREAS, the corporate leadership of the Wendy's fast food chain has refused to participate in the Fair Food Program; and

WHEREAS, on March 14, 2019, the UF Student-Farmworker Alliance and the Coalition of Immokalee Workers will hold a march from downtown Gainesville to the campus of the University of Florida to call on UF to end business relationships with Wendy's until the company joins the Fair Food Program.

NOW, THEREFORE, BE IT RESOLVED that the Gainesville City Commission urges Wendy's to commit to farmworkers' rights by joining the Fair Food Program, and encourages members of the Gainesville community to join in this effort.

PASSED and ADOPTED this the 7th day of March, 2019.



Lauren Poe  
Mayor

Attest:

  
Omichele D. Gainey  
Clerk of the Commission

Approved as to form and legality:

  
Nicole Shalley  
City Attorney

<sup>1</sup> <https://president.umich.edu/about/mission/>

<sup>2</sup> <https://i.umich.edu/humanrights/about/history.html>

<sup>3</sup> <https://www.michigandaily.com/content/2009-02-20/university-ends-its-contract-embattled-apparel-maker-russel-corp>

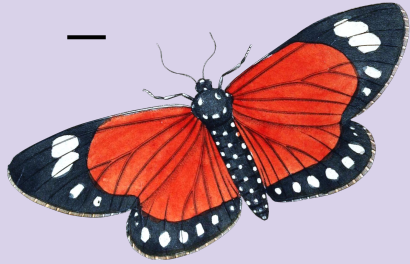
<sup>4</sup> <https://www.michigandaily.com/content/choosing-fast-food-north-campus-sparks-msa-debate>

<sup>5</sup> <https://www-tc.pbs.org/how/society/ciw/tyfer.pdf>

<sup>6</sup> <https://ciw-online.org/blog/2006/10/mother-jones/>

<sup>7</sup> <http://www.fairfoodprogram.org>

<sup>8</sup> <http://www.fairfoodprogram.org/results/>



---

# RESOLUTION BASICS: OUTREACH

**Before** you move to pass a resolution...

- Initial contact / ask (parallel to the CIW model)
  - Ex. Letter delegation(s)
- Build your movement (organizing 101)

What is **common** across resolutions?

- Relationship building
- Outreach
- Champion(s) “inside”
- Strategic framing / messaging





---

# Breaking Down the Steps (School)

1. Initial Outreach
  - Identify key supporters (professors, clubs, SG)
  - Reach out (email, social media, etc)
2. Find a Sponsor for the Resolution
  - Are you in SG, and can you spearhead this?
  - Do you know a friend in SG who can spearhead this?
  - If you do not know anyone, do your research!
3. Start the Process
  - Understand how your SG works
  - Use examples to draft a resolution
  - Present the Resolution before your SG -> Voting!



---

# Breaking Down the Steps (City)

- Research!
  - Who are your local government representatives and their contact info ?
  - Who are allies, with inside knowledge of the process/people ?
  - Who may be the best person to **champion** your resolution?
  - What is the process ?
  
- Create a Plan
  - Meet with your resolution team
  - Set up a meeting with best representative
  - Assemble a diverse coalition of people to attend
  - Create Framing





---

# Breaking Down the Steps (City)

- Go in with a **strategy** and a defined, tangible ask
  - Be professional – look dapper over the Zoom!
  - Articulate your role as a student and community member
  - Outline why this is important for the city council to pass
  - What do you want from THIS council member? Sponsor, co-sponsor, vote yes?
- Framing tips
  - All – constituent livelihoods... what is in it for them?
  - Democrat – human rights
  - Republican – focus on business
- Listen to their feedback and respond accordingly





---

# AMPLIFY IMPACT / POST-RESOLUTION



- Press Release
  - Local media outlets
  - Student media outlets
  - National media outlets
- Build on the momentum
  - The fight is not over!
    - This is only a resolution, not bringing Wendy's to join the Fair Food Program
- How will **you** keep your campus / community engaged?





for other resources, visit  
[www.sfalliance.org](http://www.sfalliance.org), or email  
us at [organize@sfalliance.org](mailto:organize@sfalliance.org)  
with your questions <3

---