



Building Coalitions

By Anne Kelly
Mayan Hands

Get Creative – Look Around!

As advocates we often make things harder than they need to be. Taking time to look around and gauge the landscape can help to identify available resources. Fair Trade advocates have partnered with a wide number of organizations, including:

- Sustainability/Environmental groups and organizations
- Social justice oriented groups
- Business groups (remember that Fair Trade relies on purchasing!)
- Internationally focused groups
- Human trafficking
- Culturally specific groups
- Religious organizations
- Sports teams (Fair Trade Soccer balls!)
- Residence Associations

Building connections with others, particularly those whose mission and values dovetail with Fair Trade, can help move along a campaign. Accomplish this by attending meetings of other organizations and **introducing Fair Trade** to in a way "piggyback" onto events and include a Fair Trade presence. Offer to table, or consult to "**Fair Trade your event.**" Collaborate with another group to co-sponsor an event - a film, guest speaker, coffee house, etc. and connect with faculty from various academic disciplines to brainstorm ways to engage students and faculty/staff. **Your movement will only grow as large as the number of people and groups you reach out to include; cast a wide net to insure success.**

Anne Kelly is the director of Mayan Hands, a non-profit Fair Trade Organization partnering with Mayan weavers in Guatemala. She currently serves on the Steering Committee for Fair Trade Colleges and Universities.

