



Mid Atlantic Gathering Agenda

9:30 – 9:55 | Welcome & Introductions – Get to know your fellow campaigners and their goals for the day.

10:00 – 10:30 | Basics of Fair Trade – Learn how Fair Trade Labeling Organizations function and get your questions answered.

10:35 – 11:05 | Fair Trade Campaigns & Regional Networks – Updates, goals and new resources from the national team, followed by an overview of the development and need for regional networks.

11:10 – 11:40 | Social Media & Your Campaign – Social Media is an effective way to gain clout in a community. Understand where to find and write content and how to build your audience.

11:45 – 12:30 | Lunch – reenergize and connect with other Fair Traders

12:35 – 1:25 | Panel Discussions –

Towns, Schools & Congregations – Organizers will share their experience in regards to organizing Fair Trade Schools or Congregations as well as best practices on passing resolutions and procurement policies.

Colleges & Universities - advocates will discuss and work through challenges around Food Service Providers, procurement and resolutions, and Fair Trade curricula.

1:30 – 2:15 | Events – Best Practices & Experience Sharing – How to partner with community organizations and local businesses. Includes time to share your own successes and challenges in small groups.

2:15 – 2:30 | Coffee Break – gulp down some Fair Trade coffee and mingle with campaigners

2:30 – 3:15 | Getting the Support Your Campaign Needs – Check out the new Fair Trade Campaign Forum, Community Grounds, get tips on meeting new people, running successful meetings and developing clear goals for your campaign

3:15 – 3:30 | Closing – We'll gather together to make sure everyone leaves with a clear purpose and drive for moving forward.