



**FAIR TRADE  
CONGREGATIONS  
TOOLKIT**



# GETTING STARTED

## Included in this document:

1. Fair Trade Congregations Criteria
2. Building a Foundation
3. Fair Trade Campaigns Background

**BEFORE** you get underway, we want to make sure to connect you with the resources you'll need for your campaign.

So, **FIRST**, register your Fair Trade Congregation campaign at **FairTradeCampaigns.org**. Once you've registered, we will reach out to answer questions and help you get started.

And, **SECOND**, reach out to friends, family, and other members of your community to work with you. Share the journey, learn from others' experience, and celebrate your success together!

A Fair Trade Congregation campaign is meant to incorporate awareness and understanding of Fair Trade into the spiritual and community fabric of a place of worship. In addition, it is important to provide members of the congregation's community the opportunity to make a difference with their choices by providing Fair Trade products for sale and consumption.

There are three goals that a congregation must achieve to be designated as a Fair Trade Congregation, as outlined below.



## QUESTIONS?

We're here to help! Drop us a line at [admin@fairtradecampaigns.org](mailto:admin@fairtradecampaigns.org)

# FAIR TRADE CONGREGATIONS CRITERIA



## Goal 1: Build Your Team

Establish a committee to lead the Fair Trade effort at your congregation. Seek support from existing groups that align with Fair Trade or embed the Fair Trade effort into an existing committee.

**The Goal:** Recruit at least **three** committee members.



## Goal 2: Commit to Fair Trade Education and Events

From drawing parallels to scripture and teachings, to demonstrating how Fair Trade ties into the core values of your faith, the goal is to educate members of the congregation about how purchasing Fair Trade empowers them to live out their religious tradition.

**The Goal:** Host at least **four** educational activities or events each year.



## Goal 3: Source Fair Trade Products

Replace goods purchased by the congregation with Fair Trade products. Consider both food and beverage items like coffee, tea, sugar, wine, and kosher chocolate, as well as artisan and craft products such as teapots, kitchen items, worship vestments, and decorative items.

**The Goal:** Source at least **two** Fair Trade products.

**Please note:** The three criteria can be completed in whatever order makes the most sense to you and your team. We recommend starting with “Build Your Team,” but feel free to proceed as you see fit.

# BUILDING A FOUNDATION

## Build Your Team

### **Recruit at least three committee members.**

Talk to other members of your congregation about making a commitment to Fair Trade. To more deeply embed Fair Trade in your congregation, and simplify recruitment, consider opportunities to include Fair Trade as a project in an existing group. Look to groups working on related issues, like sustainability, social justice, or anti-trafficking, and share with them how Fair Trade can help deliver on their goals.

In addition to recruiting three committee members, it's important to seek support from across your congregation. Who organizes annual events? Who leads youth programs? Who oversees purchasing the congregation's coffee, tea, and other supplies? These are all important people to have in your corner!

## Commit to Fair Trade Education and Events

### **Host at least four educational activities or events each year.**

Educate your community about the impact of Fair Trade, and how it helps you live out your faith tradition in your everyday life. Begin by considering how Fair Trade expresses your faith and your congregation's values. Be sure to include congregation leaders in these conversations, to help ensure buy in and embed Fair Trade into the mission and values of your faith community. A few ideas include:

- Incorporate Fair Trade education and products into pre-existing events and holiday celebrations or plan a new event such as a film screening or Fair Trade fundraiser.
- Include Fair Trade education in programs for your congregation's youth group.
- Include Fair Trade in discussions of related issues: human rights, sustainability, immigration, poverty. Work with congregation leadership to include Fair Trade in sermons on these or other topics. [CLICK HERE](#) for a list of Fair Trade resources for specific religious communities and denominations.
- Share information about Fair Trade in your congregation's newsletter or bulletin.

## Source Fair Trade Products

### **Source at least two Fair Trade products.**

The first step in getting Fair Trade products into the congregation is to understand what is already purchased. Talk to administrative staff and congregation leadership to help collect that information. What coffee, tea, sugar, or other snacks does your congregation purchase regularly? Consider products beyond food and beverage, too! Make the switch to Fair Trade soap, candles, dishware, and other artisan goods.

[CLICK HERE](#) for a list of commonly found Fair Trade products.

Sourcing Fair Trade products is an opportunity to educate members of your congregation about Fair Trade. Post signs identifying Fair Trade products and include information about the impact of that product wherever possible. Our [Fair Trade 101 guides](#) provide information about a wide variety of products.

# FAIR TRADE CAMPAIGNS BACKGROUND

Fair Trade is a market-based approach to alleviating poverty in ways that improve lives, strengthen communities, and protect the environment. Fair Trade offers fair prices and wages to farmers, workers, and artisans, improved terms of trade, and community development funds to invest in education, health care, and other projects to improve their quality of life.

## About Us

**Fair Trade Campaigns** began as Fair Trade Towns in 2006, when a group of passionate Fair Trade advocates in Media, PA, sought to build on the movement that was rapidly growing across Europe. This movement recognizes and awards Fair Trade status to municipalities of all sizes that reach across the sectors of their community to drive awareness and purchases of Fair Trade. Fair Trade Towns, Colleges, Schools, and Congregations achieve declaration by completing an initial set of goals, and work to deepen their commitment to Fair Trade through sustained engagement year after year.

## Our Mission

The mission of Fair Trade Campaigns is to inspire our fellow consumers to support the Fair Trade movement in its efforts to seek equity in trade and promote sustainable development. Fair Trade Towns harness the power of consumers and institutions in the United States to both raise awareness of the benefits of Fair Trade, and leverage their significant buying power to purchase Fair Trade products, thus extending real opportunities of empowerment the enable communities around the world to lift themselves out of poverty.



## QUESTIONS?

Contact Fair Trade Campaigns at  
**[admin@fairtradecampaigns.org](mailto:admin@fairtradecampaigns.org)**

Find more information at **[fairtradecampaigns.org](http://fairtradecampaigns.org)**