



**FAIR TRADE
TOWNS USA**

Fair Trade Towns: The Goals

Use these resources to guide your efforts for meeting the five goals needed to earn Fair Trade Designation.

Fair Trade Towns USA

- **Fair Trade Towns USA FAQ (click to open)**
Fair Trade Towns 101
Want to know the basics? Let us teach you!
- **Fair Trade Towns Criteria (click to open)**
5 Goals of Fair Trade Towns
Think you have what it takes to become a Fair Trade Town? Check out the criteria in which each Fair Trade Town abides by.
- **Fair Trade Fundraising Resources (click to open)**
Ideas and Opportunities
From events to grants, read up about how you can secure funding for your campaign.

Goal #1 – Build Your Team

- **Building Your Team (click to open)**
Best Practices from the Field
Successful campaigns across the USA share their experience in building a strong, supportive team.

- **Boston Case Study: Building Your Team (click to open)**

Tips from Boston

Check out this Q&A about goal #1 from a campaign that started in 2008!

Goal #2 – Reach Out to Retailers

- **Reach Out to Retailers (click to open)**

Best Practices from the Field

Suggestions from different campaigns about how to best connect with local retailers.

- **Mankato Case Study: Reaching Retailers (click to open)**

Tips from Mankato Area Fair Trade Town Initiative (MAFTTI)

Learn how to increase Fair Trade product availability in your town.

- **Sample Retail Outreach Letter (click to open)**

Pre-written Customizable Letter for Your Local Retailers

Want to save time? Of course you do! Use this letter and customize it for the retailer you wish to reach out to.

Goal #3 – Engage Community Organizations

- **Engage Your Town (click to open)**

Best Practices from the Field

Advice from the field about engaging your local community and suggestions about who to partner with.

- **La Mesa, CA Case Study: Engaging Their Town (click to open)**

Tips from La Mesa

From fun events to social media involvement, learn how La Mesa rocks their Fair Trade campaign in their community!

Goal #4 – Get Some Love from the Media

- **Get Some Love from the Media (click to open)**

Best Practices from the Field

Newspapers! Television! Radio! A few campaigns give tips about getting your local campaign highlighted in the media.

- **Chicago Case Study: Media Love (click to open)**

Tips from the Windy City

Check out how this campaign overcame the challenge of working in a big city and landing a spot on a local radio station.

- **Community Event Press Release (click to open)**

Media Alert Sample

Hosting an event in your town? Use this outline to create your own personalized press release!

Goal #5 – Engage Local Government

- **Engage Your Government (click to open)**

Best Practices from the Field

Not sure how to address your local government officials? Take advice from these campaigns!

- **Claremont, CA Case Study: Getting the Government Involved (click to open)**

Tips from Claremont

From city counsel to elected officials, learn how one town gained official endorsement by their local government.

- **Fair Trade Towns Resolution Examples (click to open)**

Official City Resolutions Passed by Campaigns

Check out these great examples of official procurement documents created by four Fair Trade Towns and their local governments.