



**FAIR TRADE
CONGREGATIONS**

Post-Declaration Toolkit

Keeping the Momentum Year After Year

You are officially a Fair Trade Congregation, congratulations!

Now it is time to celebrate and broadcast your accomplishments, as well as set new goals for your campaign. These next steps will assure that your campaign continues to increase its positive impact on Fair Trade farmers, artisans and workers across the globe.

Every economic ... action must set about providing each inhabitant of the planet with the minimum wherewithal to live in dignity and freedom, with the possibility of supporting a family, educating children, praising God and developing one's human potential.

– Pope Francis

Get Some Love from the Media

The community wants to hear about your great work – in fact we think you'll inspire some folks to start their own campaign! Publish a press release announcing your declaration; share the news with your members through your website, blog, newsletter, social media and other channels; or reach out to your local newspaper, radio, or TV station to share the announcement with your broader community.

Mentor a New Campaign

In addition to Congregations, there are also Fair Trade **Towns**, **Schools**, and **Colleges & Universities**. Help incubate another campaign by sharing some of your knowledge and experiences!

When you hear others in your daily life express an interest in Fair Trade, offer to help them begin an advocacy effort. Also if you see a new campaign spring up in your area on the Fair Trade Campaigns website, reach out and offer to help wherever possible.

If your group would like to help mentor new campaigns, contact National Organizer Suzi Hiza at suzi@fairtradecampaigns.org.

Increase Your Impact

You've met the minimum requirements for incorporating Fair Trade products and principles into your congregation. Where can you expand your efforts and increase your impact?

- Add more Fair Trade products
 - Your congregation now regularly purchases at least two Fair Trade products. If your coffee and tea are Fair Trade, what other items could you swap out next? Look for Fair Trade certified chocolate, sugar, produce, and more.
 - Take a look at our [Fair Trade Product List](#) for more ideas.
- Incorporate Fair Trade principles
 - [Faith-Specific Resources](#)
 - [Scripture & Quotes](#)
 - [Tips & Case Studies](#)
- Host events and educate your community
 - Host a bake fair, film screening, fundraiser or Fair Trade wine tasting. Check out our [Event Ideas and Promotion](#) and [Fair Trade Fundraising](#) resources for ideas and advice.
 - Fair Trade Campaigns has compiled a number of presentations and fact sheets that can be used to educate your community:
 - Apparel: [101 Sheet](#), [PowerPoint](#), [Fast Facts](#)
 - Bananas: [101 Sheet](#), [PowerPoint](#), [Fast Facts](#)
 - Cocoa: [101 Sheet](#), [PowerPoint](#), [Fast Facts](#)
 - Coffee: [Coffee 101](#), [Fast Facts](#)

***“If we want to save the land, we must save the people who belong to the land.
If we want to save the people, we must save the land the people belong to.”
– Wendell Berry***

Questions?

Contact Fair Trade Communities National Organizer Suzi Hiza at
suzi@fairtradecampaigns.org