



Engage Your Town

Best Practices from the Field

Fair Trade Burlington Network

We started an online petition to demonstrate public support for making Burlington a Fair Trade Town. We got hundreds of responses from people all over the world that had a connection to Burlington. We partnered with a local company, Hope for Women, to set up the petition so everyone who responded got a personal thank you.

La Mesa Fair Trade

If you are a member of a church/faith, see if your city has an Interfaith Council. You will have access to all the members. Because FT is about social justice, it does fit into many different faiths and what we are all called to do.

Fair Trade Amherst & Northampton

What we found to be helpful in promoting Fair Trade and Fair Trade Towns in Western Massachusetts was simply to know your community. To over time, get to know the local business owners, the non-profits, the local elected officials, the people in the media, the professors that care about these issues, and anyone else that can lend a helping hand. Then once you have a good understanding of your community and who works on similar issues, to craft a vision as well as messaging that can encompass as many of these groups as possible. To us, that is why "Buy Local, Buy Fair" is such a meaningful campaign to work on.

Fond du Lac Fair Trade

One lasting engagement comes from partnering with another community organization on an event. Our example is our annual Tanzanian Trunk Show.

