



Engage Your Town

Nancy Ryan
La Mesa, California

What was your goal when tasked with this criteria?

Our goal was to reach out to organizations and faith based communities within our city with the overall purpose of providing education regarding fair trade and promoting the use of fair trade products. The intention was to spread the word about fair trade to as many in our community as possible.

What was your strategy?

We gave presentations to all the service organizations in our city and then followed up with the respective groups to encourage their use of fair trade coffee, tea, etc. at their functions and meetings.

We sent mailings to all the churches in the city with a letter regarding fair trade as a way to promote social justice, address the needs of the poor, and encourage environmental responsibility. We also enclosed our La Mesa Fair Trade Town brochures.

What are 3 tips for a group that wants to accomplish this goal?

1. Make as many **contacts** as possible through visits to various sites.
2. **Follow-up** with faith-based communities and service organizations, asking for a signed endorsement of fair trade.
3. **Distribute information**, via a brochure, that provides an overview of fair trade principles, criteria, campaign goals, and local endorsements.



What did your campaign achieve?

We increased the use of fair trade products in our city and also increased awareness of what fair trade means and how it addresses the needs of marginalized artisans and farmers in developing areas of the world.

How did you make it fun, positive, and engaging for all?

Working for Fair Trade Town status was a collaborative effort which involved a lot of good communication. We also held events which were both social and informational at a local coffee café. In addition, we sponsored gift fairs in order to make fair trade items available for purchase.

Start building your social media presence today.

Check out La Mesa's pages for some great examples of how to engage your community using social media:

<http://lamesafairtrade.blogspot.com/>

<http://www.facebook.com/LaMesaFairTrade>

<https://twitter.com/lamesafairtrade>



Scavenger Hunt Seaport Village, San Diego, CA

La Mesa, a cozy suburb of San Diego, CA, gets creative in their engagement with the community. Last December, La Mesa campaigners organized a Fair Trade scavenger hunt in a popular beachside shopping destination to connect Fair Trade retailers and consumers. An amazing 7 stores in Seaport Village participated to showcase their Fair Trade merchandise.

La Mesa also puts on fun events for store openings, collaborates on holiday promotions, and builds its presence via social media and regular community outreach.

