



**FAIR TRADE
SCHOOLS**

Build Your Team

Tips from Fair Trade Schools

Phillips Exeter - Jeanne Olivier

We set up our team so that **members felt responsible to their rolls**--held students accountable for their actions or inactions to add value and meaning to what they do. Adding incentives to reward their hard work is also a good idea (student socials, pizza or fair trade cookies are always appreciated).

Teaneck High - Regina Melnyk

Our Facebook page, [Fair Trade THS](#), is a great source of information for our school and local community. We are able to promote opportunities to buy Fair Trade, like at a small business nearby or when Whole Foods has a sale on Fair Trade products. **We also publicize our activities and events beyond the school building.** Members know that if they don't attend a meeting or forget to go sell when they are scheduled to do so, there will be repercussions on the club. They feel responsible and attached to their role. Roles within the club include club head, scheduling, budget, human resources, marketing and events. Their roles are not meant to be limiting or to create a hierarchy, **we all meet together and help each other within the club**, but they do provide structure and give members a sense of responsibility.

Media Elementary - Mariana Sears

As we are an elementary school, **our committee consists of a teacher and several parents with students** joining in as well. We met over the summer to plan for the 2013/2014 school year, and we now meet on the 1st Thursday of every month. We officially become a sub-committee of the Parent-Teacher Group (PTG) to ensure we collaborate and join forces with other parents and teachers that are not members of our committee but can help with our mission. **We also work in close partnership with the Media Fair Trade committee in Media, PA.**



Phillips Exeter- Jeanne Olivier

Last spring, we invited the owner of a Fair Trade store in Exeter to our meeting. She inspired many members with the story of how and why she is involved in Fair trade. It was great to see that someone close by in our own community was able to educate people about fair trade and make a living while abiding by her values. Also, her store doesn't sell food like we do, but rather clothing and accessories. Her visit incited us to look into expanding our own product selection. We have remained in contact with her since and she has been a great resource within the community for advice.

Teaneck High - Regina Melnyk

Making sure to gather students from different grades is very important – it provides varying perspectives and also helps ensure longevity. Try to **reach out to parents of student members of the Steering Committee**; they may serve as a resource.

The Community School - Katie Feldman

We had a small team when the club started last year, but it's really grown this year to encompass many more people from a variety of grade levels. There was an especially strong interest from the freshmen who basically came up with the idea of getting us connected on social media sites. **We used both [Instagram](#) and [Facebook](#) (with better returns on Instagram)**, but it's been nice to have both. We also have a faculty advisor this year that has been really helpful when it comes to tasks like speaking with our local markets.

We've also had success working with other programs on campus. **We partnered with our environmental club before our winter formal dance** as they made corsages and boutonnieres as a fundraiser. By working with them, they chose to use Fair Trade flowers in the process, and were really pleased with the result.