



# So You're Declared: Now What?

## *Tracks for Continued Engagement*

After campaigns earn Fair Trade Status there's often the same question: "So, Now what?"

This resource is meant to provide examples on how to move forward in a clear and coordinated manner after declaration. These strategies and objectives help to ensure that your campaign will continue generating positive impact for farmers, artisans, and workers around the world.

Each focus area was designed with the intention of providing enough options for a full year of advocacy. With this in mind, Fair Trade Towns are encouraged to focus on at least one of these "core" campaigns annually and set measurable goals or benchmarks to go with them.

First, read through the document. Then pick one area for your campaign to focus on for this year.

### Expand the Movement

Fair Trade Campaigns seeks to embed Fair Trade principles and purchasing within the framework of whole communities. Your campaign can help to build awareness and increase availability not only within your town, but local schools and a wide range of faith-based congregations.

#### **1) Start a Fair Trade School**

Reach out to local elementary, middle and high schools in the community. This can be a great opportunity to make sure that students all understand the basic concepts behind Fair Trade (just compensation, treating others with respect, etc.). This is a great opportunity to introduce others in your community to Fair Trade.

Click on this [Schools \(k-12\)](#) link to learn about Fair Trade Schools.

**Do it:** Take note of schools in the area that may have active after-school programs or in-class programs and offer to help lead a session on global commerce and Fair Trade. Ask friends and faculty if they know of social-justice minded teachers looking to connect complex lessons with everyday decisions. Fair Trade empowers youth because they can readily participate; for example switching candy preferences.

**Learn up:** Keep lessons on Fair Trade simple and engaging, take a look at sample presentations and lesson plans from the Fair Trade Resource Network [here](#). Meanwhile you can find a collection of resources from Fair Trade Campaigns [here](#).

## 2) Start a Fair Trade Congregation

Look in your community for congregations that would be willing to start a campaign to become a Fair Trade Congregation.

**Do it:** Many Congregations host a coffee/social hour after their services. This is a great opportunity to introduce Fair Trade coffee and tea. If Congregation make these Fair Trade purchases, think of the impact that will be made.

**Learn up:** Click on this [Congregations](#) link to learn about Fair Trade Congregations.

## Increase Impact

Purchases impact producers, and that impact drives Fair Trade Campaigns. The end goal of education and community efforts is to increase demand and sales – in turn supporting Fair Trade farmers, artisans and workers around the world. This focus area seeks to measure the impact of our efforts and explore new areas for increasing Fair Trade sales. The three distinct avenues for action are:

### 1) Municipal Purchasing – Procurement Policies

Billions of dollars each year are spent through municipal purchasing. Channeling this purchasing to responsibly sourced goods can have a huge impact.

**Do it:** Arrange a meeting with the purchasing officer for the city and work with them through the process of establishing an official Fair Trade Purchasing Policy.

**Learn up:** Fair Trade Campaigns has a wide range of materials to get you going in the right direction. First take a look at the Campaigners' Guide to Procurement [here](#). In addition, when you begin working with a purchasing official, make sure they have access to the Purchasing Guide [here](#).

### 2) Product Based Campaigns

Once you have identified areas for improvement you can begin to work on getting more Fair Trade products in outlets across your town. Explore new product categories, for example apparel and artisan goods.

## Fair Trade Campaigns Snapshot

*In 2013 Fair Trade Campaigns formed to help synergize existing advocacy efforts between Fair Trade Towns USA and Fair Trade Colleges & Universities. There are now four types of campaigns:*

### **Fair Trade Towns USA:**

Began in 2006, with the first Fair Trade Town in Media, Pennsylvania. There are now thousands of Fair Trade Towns across the globe supporting advocacy efforts.

### **Fair Trade Colleges & Universities (FTCU):**

Since 2008 the FTCU movement has spread across the United States and has helped to unite students, staff, dining and administration to advocate for Fair Trade on campus.

### **Fair Trade Congregations:**

Faith-based groups across the country have supported Fair Trade for decades; in 2013 Fair Trade Campaigns developed a system to recognize the efforts of these congregations.

### **Fair Trade Schools:**

Previously part of the Colleges & Universities campaign, Schools have now developed into a full, independent campaign in late 2013.

**Do it:** Set up a meeting with the Food Service Provider or Manager and begin brainstorming ways to get new Fair Trade products into outlets. Offer to help educate about issues associated with new product categories in exchange for piloting Fair Trade in a new location or recipe.



**Learn Up:** While Fair Trade bananas have spread throughout Europe they've had trouble catching on in the United States. As part of the 2013 Go Bananas Campaign we put together a resource to help overcome challenges and get Fair Trade bananas in towns. Read more [here](#) and then apply these common lessons to other products (remember to be flexible and creative!)

## Education and Awareness

Education efforts help members of your community learn about the impact and benefits of Fair Trade. Make sure you are engaging with your entire community and get creative with your strategies for engagement.

### 1) Fair Trade in the Classroom

Work with local schools to give a series of Fair Trade presentations in classrooms.

**Do it:**

- A. Consider lightning presentations –presentations designed to inform students about the importance of Fair Trade and your efforts on campus, all within a brief 2-3 minute period at the start of a class.
- B. Host a seminar to bring together faculty from various disciplines for a day to discuss how Fair Trade relates to their field.

**Learn up:** Fair Trade Campaigns has compiled a number of Fair Trade product 101 sheets and Power Points that can be used for quick presentations. Click [here](#) to get to our resources page and [here](#) if you are looking for an example presentation on Fair Trade. Meanwhile use [this](#) animated short video for shorter presentations. Below are the links to the Fair Trade product information sheets.

Apparel: [101 Sheet, PowerPoint, Quick Facts](#)  
Banana: [101 Sheet, PowerPoint, Quick Facts](#)  
Cocoa: [101 Sheet, PowerPoint, Quick Facts](#)

### 2) Educate Business Community Leaders and Community Organizations

Knowledgeable front-end employees and local community organizations can help educate others about Fair Trade.

**Do it:** Meet with business owners and ask to present about Fair Trade to their employees. Presentations can be quick or longer. Try to be flexible based on the scheduling needs of the staff. Meet with community groups like Rotary or Kiwanis to spread awareness about Fair Trade.

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