

# Fair Trade Your Bookstore

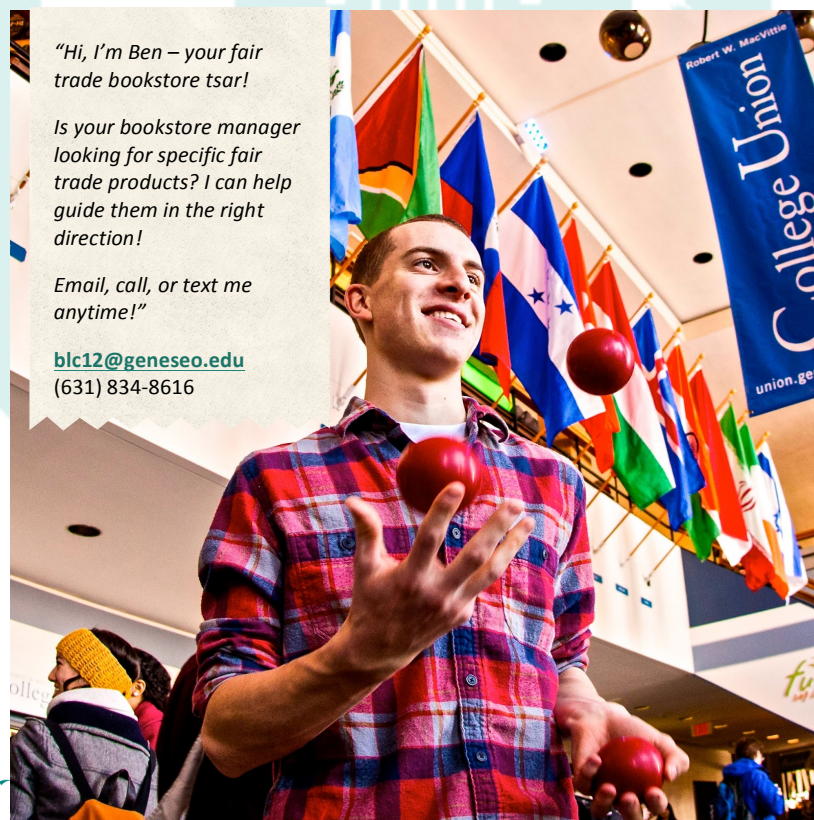
## *The Guide*

- 1) Know how to get your questions answered!
- 2) Understand what's out there!
- 3) FAQ: Learn from the experts!

*Are you looking to add a selection of fair trade products to your bookstore but don't know where to begin? You've come to the right place!*

### **First – Know how to get your questions answered!**

- Ask a question on the [Fair Trade Campaigns forum](#). Crowdsource your questions to a wide group of people - likely someone will have an answer for you!
- If you're still lost, reach out to the Fair Trade Bookstore Tsar! Contact Ben Conard! (see below)



## Second – Understand what's out there!

- What types of fair trade products are you looking for? Take a look below to see what's out there!
  - Apparel (customizable for your school!)
  - Stationery (journals, cards, etc.)
  - Food/Beverages (chocolate, iced tea, snacks, etc.)
  - Jewelry/Accessories (earrings, scarves, bags, etc.)
  - Personal Care (soap, lip balm, candles, etc.)
  - Gifts & Home Décor
- Explore products by member organization/certifier.
  - [Fair Trade Federation](#)
  - [World Fair Trade Organization](#)
  - [Fair Trade USA](#)
  - [Fairtrade America](#)
  - [Fair For Life \(IMO\)](#)

## Third – FAQ: Learn from the experts!

- **What were/are your strategies for introducing or increasing fair trade in your bookstore?**
  - Ann Francis (Rollins College): *"Since various Follett stores around the country carry Alta Gracia, we approached the store manager back when we were working on our designation and asked about getting in our store. The store manager had no problem bringing it in...just had to wait to the next semester because the marketing for the fall was already 'set'. When it came in, it was also personalized with the Rollins logo!"*
  - Emily Spateholts (Houghton College): *"As time goes on, we slowly introduce more variety. For instance, I was curious to see if table linens would sell so I bought a tablecloth and two napkin sets. They sold immediately, so I just placed another order of more similar products."*
- **What advice do you have for other campaigns?**
  - Ann Francis (Rollins College): *"Build that relationship with the manager of the store! Make it personal! We are blessed with a great store manager who is positive and open to any and all ideas. Always, always build personal relationships with your store personnel...don't do everything by email! We met with the manager at least once a semester to see how things were going. We also assisted in marketing the fair trade products with signs."*
  - Emily Spateholts (Houghton College): *"Don't be afraid to contact Fair Trade companies for samples, especially ones that produce or sell their product in other businesses near you. It's 'free' advertising for them and it gets customers really excited!"*
  - Bob Spencer (Seattle University): *"Fair trade products must be placed in a featured location and advertised/merchandised as Fair Trade."*

