



**FAIR TRADE
CAMPAIGNS**

Workplan of the Regional Leadership Team

I. Group Name & Purpose

1.1 The name of this group is The _____ Leadership Team.

1.2 The group it serves is the _____ Fair Trade Campaigns Network, which is made up of town, college, university, school and congregation campaign organizers in the region.

1.3 Purpose: With 260 campaigns across the U.S., Fair Trade Campaigns (Towns, Colleges & Universities, Schools and Congregations) is growing rapidly and making a huge difference in the lives of artisans, farmers and workers across the globe. As we plan for further growth and new initiatives, we need to ensure that all of our campaigns have the benefit of strong support, opportunities for collaboration and the ability to understand the impact of their work. Toward that end we are establishing Fair Trade Campaigns Regional Networks across the country (reference Article V).

II. Regional Leadership Team Structure

2.1 Roles: This workplan will be implemented in each region by 2 fellows, one Fair Trade College & University and one Fair Trade Communities, with the support of a Regional Leadership Team. Roles are as follows:

- **Fellows** – The Fair Trade College & University Fellow and Fair Trade Community Fellow in each region will manage the membership of the Regional Leadership Team, coordinate all calls, facilitate and support work of the subcommittees, and maintain the regional contact list and communications.
- **Regional Leadership Team Members:** The Regional Leadership Team will consist of 4 - 6 members. Each member will belong to one subcommittee. Regional Leadership Team members will be responsible for attending quarterly Regional Leadership Team calls, as well as work defined by their subcommittee.

2.2 Commitment: This is a 1 year term, from August to August, with the option to extend once. Regional Leadership Team members are responsible for attending quarterly Leadership Team calls and any assignments based on subcommittee. Estimated time commitment is near 24 hours over the course of a year.

III. Workplan

3.1 Goals/Outcomes: *Movement Growth*

- Grow and support the number of active Fair Trade Campaigns in the region:
 - with X newly **Declared Campaigns** by August 20xx
 - Currently:
 - August 20xx Goal:
 - with growth of **in-progress** Campaigns
 - Currently:
 - August 20xx Goal:

3.2 Objectives/Outputs:

- Continue to support in-progress campaigns to achieve declaration and beyond
- Create a regional community of support that helps campaigns feel connected to each other and the Fair Trade Movement

3.3 Strategies & Tactics

- Members participate in the Regional Leadership Team to develop focused expertise across all four campaigns types and community organizing skill sets:
 - **Leadership Training:** Attend a one-day leadership retreat in region to work on organizational objectives and strategies, expand knowledge of Fair Trade, as well as hone in on leadership skills.
 - **National Recognition:** Receive recognition with a bio on Fair Trade Campaigns' website and get a Leadership Kit with t-shirt, products, and welcome letter.
 - **Quarterly Conference Call:** Attend quarterly Regional Leadership Team calls to discuss regional plan, subcommittee efforts, trainings, and events.
 - **Subcommittee:** Participate in assigned subcommittee calls on quarterly basis or as needed to discuss and delegate tasks.
- Build a strong network of campaigns and organizers that feel connected to each other and the Fair Trade Movement:
 - **Subcommittees:** Support campaigns in the region by sharing resources, conducting online trainings, and disseminating regional communications.
 - **Quarterly Network Calls/Trainings:** Organize quarterly Network Calls to connect all campaigns, provide skills training, discuss ongoing programs, and support campaigns through the five goals.
 - **Regional Gathering:** Plan a regional gathering to bring campaigns together and develop broader understanding of Fair Trade and community organizing.

VI. Regional Leadership Team & Subcommittee Responsibilities

Subcommittees have been established to fulfill the needs of the group. Each Regional Leadership Team member will serve on one subcommittee. Fellows and staff will provide support and resources for each role. Here are descriptions of each:

	Purpose	Member Responsibility	Fellow Responsibility
Regional Leadership Team (ALL)	Provide strategic support to fellows and regional leadership	<ul style="list-style-type: none"> Attend quarterly Regional Leadership Call Cultivate ideas around growing the movement and help collect data needed to measure impact (helping us collect contact lists, surveys, events results) 	<ul style="list-style-type: none"> Set up quarterly conference calls Set agenda, facilitate meeting, take notes and delegate
Communications Subcommittee	Create a community of support and inspire/motivate campaigns	<ul style="list-style-type: none"> Write regional bulletins to include campaign achievements, highlight national programs, and other upcoming opportunities. Interact and contribute to the Community Grounds forum for two months of the year, asking 1 question and responding to 4 discussions. 	<ul style="list-style-type: none"> Organize subcommittee calls & delegate responsibilities Provide guidance on Bulletin and forum questions and contribute Manage regional contact list & Develop Tactics for growing regional contact list
Campaign Support Subcommittee	Create a community of support, help campaigns maintain activity and provide learning opportunities	<ul style="list-style-type: none"> Organize 1 Regional Network Call/Training each year Support two campaigns in their journey to become declared 	<ul style="list-style-type: none"> Organize subcommittee calls & delegate responsibilities Support subcommittee in planning and facilitating Regional Network Call/Training Facilitate introductions to appropriate campaigns for support

V. Regional Breakdown & Development Timeline

5.1 Mid-Atlantic - Developed 2014

- Maryland
- Delaware
- New Jersey
- Southern New York (including NYC)
- Eastern PA
- Virginia

5.2 New England - Develop in 2015

- Northern NY (north of NYC)
- Massachusetts
- New Hampshire
- Vermont
- Maine
- Rhode Island
- Connecticut

5.3 Southern California - Develop in 2015

- Southern California
- Arizona

5.4 Midwest – Under consideration

- Western New York
- Western Pennsylvania
- Ohio
- Kentucky
- Indiana
- West Virginia

5.6 Great Lakes - Under consideration

- Michigan
- Illinois
- Wisconsin
- Minnesota
- Eastern Iowa

5.7 The Great Plains - Under consideration

- Nebraska
- Kansas
- Oklahoma
- Texas
- Missouri
- Colorado
- New Mexico

5.8 Northwest - Under consideration

- Northern California
- Oregon
- Washington
- Idaho
- Montana

FAIR TRADE CAMPAIGNS ORGANIZATIONAL FLOWCHART

