



**FAIR TRADE
CAMPAIGNS**

Fair Trade Congregations

Post-Declaration: Mentor a New Campaign

Has your congregation achieved all the necessary goals to become a declared campaign? Congratulations, all of your hard work has made a huge impact on the Fair Trade movement! Now that you've declared, are you looking for ways to encourage more in-depth engagement with Fair Trade from members of your congregation? Work with members to mentor a new campaign to further spread the Fair Trade movement throughout your community! Here are a few tips and tricks to help you start supporting new Fair Trade campaigns in your community.

Mentor a Fair Trade Congregation

Collaboration within one faith tradition

- Reach out to another congregation within your own faith tradition – neighboring congregations are often organized through a district, and this can be a good way to make connections within your own faith tradition. Try reaching out to regional leadership to connect with interested congregations.
- Since many congregation campaigns start with the congregational leadership committee, reaching out to a new congregation through their leadership or social justice committee is a good first step. Have a few members from your congregation give a short presentation sharing what was done to achieve status as a Fair Trade Congregation.
- Work with the new congregation to set up a committee of a few members interested in heading their Fair Trade campaign efforts and, similarly, set up a committee of members from your congregation to mentor the new congregation through the process of [achieving the three goals](#).

Collaboration across faith traditions

- Many communities have interfaith groups that meet to discuss issues of social justice that call people of all faith traditions together to act for the good of society. Whether it be an interfaith worker justice committee or an interfaith sustainability committee, look for local interfaith groups in your area and start attending their meetings.
- Ask the interfaith group leadership if a few members of your congregation can share a brief presentation on the Fair Trade Congregation campaign and what was done at your congregation to achieve the three goals. Be sure to emphasize how Fair Trade is an issue that cuts across all faith traditions – [this resource](#) is very helpful to make those connections. Be sure to offer your mentorship and assistance with any interested groups!
- Connect and work with an interested group from the interfaith committee and help them form a committee that can work to achieve the three goals to become a [Fair Trade Congregation](#), under the mentorship of small group of members from your congregation.

Mentor a Fair Trade School

Collaboration with religious/congregational schools

- Many congregations support a school of some kind, whether it be the congregation's school, or a local private school built upon the values of the same faith tradition. Meet as a Fair Trade team and see where you have connections. Do several families in the congregation have children enrolled at the same school? Does someone in the congregation serve on the parent board for a specific school? Does your congregation have a school?

- Reach out to the leadership at the school of your choice and see if a few members of your committee could give a brief presentation about the Fair Trade campaign process – especially relating to [Fair Trade Schools](#) – and how it connects to the religious values of their school.
 - Religiously affiliated High Schools often have *campus ministry* offices that are great outlets for justice oriented activities like a Fair Trade campaign, and may be a good starting point for your outreach.
- If school leadership is on board and willing to support a Fair Trade campaign, work with them to set up an additional outreach presentation to students. Have your congregation’s members take the lead on this outreach effort and work with school support to build interest among students.
- Work with the school to form a committee of students, teachers, staff, and/or parents to head the school’s Fair Trade campaign. Assign a few members from your congregation’s committee to mentor and support the school in achieving the goals necessary to become a [Fair Trade School](#).

Collaboration with public/non-religiously affiliated schools

- Brainstorm with your congregation’s Fair Trade team about the local schools in your area – look at district lists, poll families at your congregation – to find out which schools in your area have connections to your congregation. Do several families in the congregation have children enrolled at the same school? Does someone in the congregation serve on the parent board for a specific school? Do any members of your congregation work as teachers, principals, or administrators at a school? See where a connection and introduction can be made!
- When reaching out to a non-religiously affiliated school, the Fair Trade team at your congregation should look for ways to make the Fair Trade cause relevant to school leadership. Look for a school commitment to sustainability or social justice, student clubs focused on anti-trafficking or human rights, etc. Reach out and meet with school leadership to share about the Fair Trade Schools campaign and why their school should be a part of it.
- If school leadership is onboard and willing to support a Fair Trade campaign, work with them to set up an additional outreach presentation to students. Have your congregation’s members take the lead on this outreach effort and work with school support to build interest among students.
- Work with the school to form a committee of students, teachers, staff, and/or parents to head the school’s Fair Trade campaign. Assign a few members from your congregation’s committee to mentor and support the school in achieving the goals necessary to become a [Fair Trade School!](#)

Mentor a Fair Trade Town

Collaboration with your city or town

- Work with your congregation’s Fair Trade team to brainstorm connections your congregation has to your town. Are city council members or town leadership members of your congregation? Do any congregants work for local news stations, newspapers, or other media outlets? Do any of the congregation’s members own a local business or store? See who in the congregation you can reach out to and work with to start a [Fair Trade Town](#) campaign.
- Work with the individuals you’ve identified within your congregation to reach out to other strategic contacts in your town. Meet with members of city council, media outlets, or local business owners to explain the Fair Trade Town process and why they should help achieve Fair Trade status for your town. Form a small committee of interested people across the town who can work with a committee from your congregation.
- Work as a congregation committee to help the town committee plan and strategize on how to most efficiently achieve the necessary goals. Serve as a support system and guiding team to help assure [the town campaign makes it to declaration!](#)