



## Fair Trade Campaigns Regional Leadership Team

September 2017 - September 2018

### I. Group Name & Purpose

**1.1** The name of this group is \_\_\_\_\_ Leadership Team.

**1.2** The group it serves is \_\_\_\_\_ 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 the \_\_\_\_\_ region by two Fair Trade Campaigns Fellows, with the support of a Regional Leadership Team. Roles are as follows:

- **Fellows** – The two Fair Trade Campaigns Fellows in each region will manage the membership of the Regional Leadership Team, coordinate Leadership Team calls, support the Leadership Team in coordinating all network calls, facilitate and support work of the Leadership Team in regards to campaign support and communications, and maintain the regional contact list and communications.
- **Regional Leadership Team Members:** The Regional Leadership Team will consist of four to six members. Regional Leadership Team members will work closely with Fellows, and will be responsible for attending bi-monthly Regional Leadership Team calls, as well as work defined by the workplan with regards to network calls, campaign support, and communications.

**2.2 Commitment:** This is a one year term, from September to September, with the option to extend for an additional term each year. Regional Leadership Team members are responsible for attending bi-monthly Leadership Team calls and any assignments outlined in the workplan. Estimated time commitment is near 24 hours over the course of a year (excluding the Regional Leadership Team meeting in Fall 2017).

## III. Workplan

### **3.1 Goals/Outcomes:** *Movement Growth*

- As we establish our 2017-18 goals, we'll be setting targets for the number of new campaigns started and declared.

### **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 Leadership Team training in the region to work on organizational objectives and strategies, expand knowledge of Fair Trade, and hone in on leadership skills.
  - **National Recognition:** Receive recognition with a biography on Fair Trade Campaigns' website and receive a Leadership Kit with t-shirt, materials, etc.
  - **Bi-Monthly Conference Call:** Attend bi-monthly Regional Leadership Team calls to discuss the regional workplan, trainings, and events.
- Build a strong network of campaigns and organizers that feel connected to each other and the Fair Trade movement:
  - **Quarterly Network Calls / Trainings:** Organize quarterly Network Calls to connect all campaigns, provide skills training, discuss ongoing programs, and support campaigns through the goals to achieve Fair Trade status.
  - **Quarterly Bulletins:** Support publication of quarterly regional bulletins.
  - **Campaign Support:** Help support regional campaigns and connect them with resources.

## IV. Regional Leadership Team Responsibilities

The Regional Leadership Team will take responsibility to work together to support assigned campaigns and plan, engage in, and distribute communications. Fellows and staff will provide support and resources for each role. Descriptions of each are included in the chart on the following page.

<b>Regional Leadership Team Responsibilities</b>		
<b>Purpose</b>	<b>Leadership Team Member Responsibility</b>	<b>Fellow Responsibility</b>
<p>Provide strategic support to fellows and regional leadership</p> <p>Create a community of support and inspire/motivate campaigns</p> <p>Create a community of support, help campaigns maintain activity, and provide learning opportunities</p>	<ul style="list-style-type: none"> <li>● Attend bi-monthly Leadership Team calls.</li> <li>● Cultivate ideas around growing the movement and help collect data needed to measure impact (contact lists, surveys, events results, etc.).</li> <li>● Leadership Team members will compile updates / information for quarterly regional bulletins, including campaign achievements, national programs, and other upcoming events and opportunities.</li> <li>● Organize one regional Network Call each year (quarterly calls). Responsibilities will include formulating agendas, recruiting speakers, outreach to campaigns, and taking notes</li> <li>● Provide direct support to two campaigns, through quarterly check-in calls and answering questions via email and phone.</li> </ul>	<ul style="list-style-type: none"> <li>● Set up bi-monthly conference calls with Leadership Team (six total).</li> <li>● Set agenda, facilitate meeting, take notes, and delegate tasks.</li> <li>● Organize Leadership Team communication and monitor delegated responsibilities.</li> <li>● Provide guidance on regional bulletin, collate content, format and publish (via Constant Contact).</li> <li>● Manage regional contact list, develop tactics for growing list.</li> <li>● Support Leadership Team in organizing network calls and delegating responsibilities.</li> <li>● Support in planning and facilitating Regional Network Calls and formatting/publishing notes in Constant Contact.</li> <li>● Facilitate introductions to appropriate campaigns for support.</li> </ul>

## V. Regional Breakdown & Development Timeline

### **5.1 Mid Atlantic - *Developed 2014***

- Delaware
- Maryland
- New Jersey
- New York (NYC & Long Island)
- Pennsylvania
- Virginia
- Washington DC

### **5.2 Northeast - *Developed 2015***

- Connecticut
- Maine
- Massachusetts
- New Hampshire
- New York (except NYC & Long Island)
- Rhode Island
- Vermont

### **5.3 Southwest - *Developed 2015***

- Arizona
- Hawaii
- Nevada
- Southern California (south of Monterey)
- Utah

### **5.4 Great Lakes – *Developed 2017***

- Illinois
- Indiana
- Iowa
- Minnesota
- Wisconsin

### **5.5 Midwest - *Under Consideration***

- Kentucky
- Michigan
- Ohio
- West Virginia

### **5.6 Great Plains - *Under Consideration***

- Colorado
- Kansas
- Missouri
- Nebraska

- North Dakota

- South Dakota

### **5.7 South Central - *Under Consideration***

- Arkansas
- Louisiana
- New Mexico
- Oklahoma
- Texas

### **5.8 Northwest - *Under Consideration***

- Alaska
- Idaho
- Montana
- Northern California (north of Monterey)
- Oregon
- Washington
- Wyoming

### **5.9 Southeast – *Under Consideration***

- Alabama
- Florida
- Georgia
- Mississippi
- North Carolina
- South Carolina
- Tennessee