



**FAIR TRADE  
CAMPAIGNS**

# Connecting Campaigns Across Campaign Types

**Strengthen the Fair Trade network in your community by initiating and collaborating with other campaigns!**

The goal of this document is to help Fair Trade organizers connect and collaborate with other campaigns in their communities. Whether reaching out to an existing Fair Trade Town, College, School, or Congregation, or working to start a new Fair Trade campaign, this document provides guidance and suggestions to help you get started.

## 1. Connecting with Existing Campaigns

Working from the foundation of the Fair Trade campaign you're already involved with, find out if there are other campaigns near you. You can easily search for nearby campaigns using the map on the [Fair Trade Campaigns website](#) – search for your zip code and see what you find!

If you discover that there are already other campaigns in your area, your next step is to reach out to the campaign organizer. You can email campaign organizers through the 'contact this campaign' button on the campaign page. Having trouble getting in touch? Reach out to your regional Fellow or Staff contact, or send us an email at [admin@fairtradecampaigns.org](mailto:admin@fairtradecampaigns.org).

Once you've connected with the campaign organizers, explore opportunities to collaborate! Find out what they are doing within their campaign, how you could participate, and how they might be able to participate within your campaign. Could they support or attend events that your campaign is hosting? Can you help each other fulfill remaining goals for earning Fair Trade status? Work together to identify opportunities and needs for each campaign, and make a plan that benefits everyone.

Not already involved with a Fair Trade Campaign? Follow the directions above to find existing campaigns in your area, or [start a new campaign](#) in your community!

## 2. Starting New Campaigns

If you came up empty when searching for other campaigns in your area, it's still possible to pursue collaboration with other campaigns. You'll just have to help start a new campaign first!

When considering starting a new campaign in your community, first consider your networks. Where are you affiliated within your community? What networks are the other members of your Fair Trade committee connected with? Do you volunteer at a local school? Do you attend a local congregation? Does your town have Fair Trade stores, or support policies that line up with Fair Trade principles? Additional suggestions for growing your network can be found on the following page.

Once you've identified the best target for starting a new campaign, set up a meeting with representatives from the town, college, school, or congregation, to review the campaign criteria and plan for next steps. Be sure to review the relevant Toolkit in advance: [Towns](#), [Colleges & Universities](#), [Schools](#), or [Congregations](#).

### 3. Growing Your Network

**What is the Fair Trade landscape in the area you are looking to pursue?**

**Who are the people you can get into your corner?**

The first step in starting a new campaign is to understand the existing landscape in the community, and identify people who will support the Fair Trade effort. Start with people you already know, and extend your reach by tapping into their networks as well. When asking people to be part of starting a new Fair Trade campaign, make sure you have a specific request and clear expectations for their involvement – attend a monthly meeting, manage emails or social media, help organize an event, etc.

In addition to identifying the people you can bring on board, you'll also want to map the existing Fair Trade landscape in your target community. Mapping the existing landscape will look slightly different depending on the type of campaign you want to start. For example, you may look at campus offices and academic departments at a college or university, while in a city or town you could align with local stores or organizations.

**For Town Campaigns:** Check out local businesses and organizations to see where Fair Trade is already sold, served, or advertised. Also consider contacting restaurants that advertise locally sourced, sustainable, or organic options. Other resources to search for local businesses are [Fair Trade Federation's member list](#), and the [Eat Well Guide](#). Connect with local organizations whose missions align with Fair Trade – such as human rights, sustainability, gender equity, or food security.

**For Congregation Campaigns:** Look for congregations that hold awareness events around anti-trafficking or environmental protection, or host Fair Trade sales around the holidays. Some congregations also have centers for equality or justice offices, that could be strong allies for Fair Trade.

**For School Campaigns:** Explore connections with sustainability departments, community service programs, or national networks the Boy or Girl Scouts. For religious affiliated schools, try working with campus ministry or other similar departments. Find out what student clubs are already active at the school, to see where Fair Trade could fit.

**For College & University Campaigns:** Reach out to sustainability offices, centers for equality and justice, or community service centers. Find out what student clubs are already active on campus, to see where Fair Trade could fit.

## Case Study Thousand Oaks, CA

### Working with Existing Campaigns

In Thousand Oaks, CA there were two existing campaigns: California Lutheran University and Ascension Lutheran Church. With their physical proximity and shared religious affiliation, collaboration between the University and the Congregation was a great fit.

Here's how the two campaigns connected and worked together:

1. A recent graduate of California Lutheran University, living in Thousand Oaks, introduced student organizers to the campaign leader at Ascension Lutheran Church
2. California Lutheran University invited Ascension Lutheran Church to sell Equal Exchange products at an upcoming event on campus.
3. Students from California Lutheran University volunteered at an event at Ascension Lutheran Church
4. Students provided technical support, helping Ascension Lutheran Church update their campaign page and officially declare as a Fair Trade Congregation.

### Starting a New Campaign

After connecting the two existing campaigns, campus and congregation organizers started exploring the possibility of starting a Fair Trade Town campaign in Thousand Oaks. The campaign leader at Ascension Lutheran Church was acquainted with members of City Council, providing a strong starting point for growing a network for a Fair Trade Town.

## 4. Working Together

Once there are multiple campaigns in your community, cross-campaign collaboration is a great way to share ideas, spread out the workload, and keep campaigns active year over year. What this collaboration looks like will vary depending on the specific campaigns you're working with. Think about what the local campaigns need, and what each has to offer. Here are a few ideas to help you get started.

**Congregations** may be able to provide space to hold an event, like film screenings, pop up sales, or holiday celebrations featuring Fair Trade products. Offer to give a presentation about Fair Trade to a Sunday school or other children's group, to a committee working on social justice or sustainability, or to the entire congregation!

**Colleges and universities** are a great resource for campaigns seeking volunteer or interns. Campuses can also provide space for events, or opportunities for vendors looking to sell Fair Trade products. For example, California Lutheran University hosts events where outside vendors can set up tables and sell products. A nearby congregation that sells Equal Exchange products participated in one of these events, and gained access to a new audience for its sales.

Businesses that support a **town campaign** are good targets to ask for donations for an event or raffle, and can also be a great source for speakers. Invite the manager of a local Fair Trade store or café to talk to your campus, school, or congregation about Fair Trade from the business perspective. You can also recruit volunteers from local schools, colleges, or universities to table at local businesses, to spread awareness and educate about Fair Trade.

If you're connecting a college or university with a **school campaign**, college students can give a presentation at the school, for a specific class or at an all school assembly. When possible, participate in each other's events, either as attendees or volunteers. College students can also meet with high school juniors and seniors to talk about Fair Trade Colleges & Universities, and answer questions about continuing Fair Trade advocacy on a new campus.

**However you choose to work together, use the new connections to support one another, celebrate successes, and continue growing the Fair Trade network in your community!**

**Looking for more resources?** Check out our [resource library](#) for more toolkits, tips, and 101 guides to help you activate your campaign and engage your community.

**Questions?** Send us an email at [admin@fairtradecampaigns.org](mailto:admin@fairtradecampaigns.org).