



# Welcome!

This PowerPoint is designed to give you a starting point for introducing people to Fair Trade Campaigns, and the campaign in your community.

Use this tool at steering committee or club meetings, volunteer orientations, or any other gathering.

Personalize this presentation as much as you'd like! The template currently has basic information on Fair Trade and campaign types, as well as ideas for making it applicable to your campaign needs.

# Welcome to Fair Trade Campaigns!





# What Is Fair Trade?

Fair Trade is an economic system that provides opportunities for farmers, artisans, and workers to lift themselves out of poverty.

It ensures consumers that the goods that they purchase are grown, harvested, crafted, and traded in ways that improve lives and protect the environment.





# Fair Trade by the Numbers

- There are over 2,000 Fair Trade producer organizations in more than 70 countries.
- There are tens of thousands of Fair Trade products on the market, including coffee, tea, chocolate, flowers, fruits and vegetables, grains, apparel, artisan crafts, and more.
- Fair Trade began with the sale of handicrafts and artisan goods in the 1940s. The first Fair Trade certification launched in 1988, with coffee as the first Fair Trade certified product.

2.6 billion people live  
on less than \$2 a day.  
***68% are farmers.***







# Fair Trade Products

Look for products with these logos to ensure the products you buy are certified Fair Trade!





# What Is a Fair Trade Campaign?

- A grassroots movement in a town, congregation, K-12 school, college or university
- Focuses on deepening the target area's commitment to Fair Trade, through increasing awareness of Fair Trade principles and purchasing of Fair Trade products
- Each campaign type has goals to help reach leaders, organizations, and community members





# Fair Trade Towns

Fair Trade Towns challenges you to empower your community to be a leader in sustainability. Team up with the different sectors of your community to explore the positive impact of Fair Trade purchasing. Activate your community's commitment to social justice and global solidarity through Fair Trade.

## Goals:

- Build a Team
- Reach out to Retailers
- Engage Community Organizations
- Get some love from the Media
- Engage Local Government

[fairtradecampaigns.org/organize/#towns](https://fairtradecampaigns.org/organize/#towns)





# Fair Trade Colleges & Universities

Make your campus a catalyst for change by challenging your college to live up to its commitment to social justice and sustainability.

## Goals:

- Build Your Team
- Reach out to Campus Outlets
- Source Fair Trade at Events and Meetings
- Commit to Fair Trade Education
- Pass A Fair Trade Resolution

**[fairtradecampaigns.org/organize/#universities](https://fairtradecampaigns.org/organize/#universities)**





# Fair Trade Schools

Fair Trade Schools is an opportunity for you to create a spark and inspire change that affects the global community. Take action for Fair Trade and unite fellow students and allies.

## Goals:

- Build a Team
- Commit to Fair Trade Education and Events
- Source Fair Trade Products

**[fairtradecampaigns.org/organize/#schools](https://fairtradecampaigns.org/organize/#schools)**





# Fair Trade Congregations

Fair Trade began with communities of faith. Help your congregation align its purchases with the community's values.

## Goals:

- Incorporate Fair Trade into the teachings of the congregation
- Replace goods purchased by the congregation with Fair Trade goods when possible
- Incorporate Fair Trade products into pre-existing events

**[fairtradecampaigns.org/organize/#congregations](https://fairtradecampaigns.org/organize/#congregations)**







# What Does This Mean for Our Community?

*Personalize this slide to highlight how Fair Trade aligns with your community's mission and values. If your community has a commitment to sustainability, ending human trafficking, treating others equally, etc. you can point out how Fair Trade can help that mission.*





# How Can You Get Involved?

*Personalize this slide with information about how your audience can get involved with the campaign.*

*Are you looking for a social media coordinator?  
Want people to attend an event? Sign ups for an  
email list? Add your campaign specific needs here!*





## Learn More

### **Resources from Fair Trade Campaigns**

- Fair Trade 101 - [bit.ly/FairTrade101](https://bit.ly/FairTrade101)
- Fair Trade Campaigns 101 - [bit.ly/FTC101](https://bit.ly/FTC101)

### **Additional Fair Trade Resources**

- [FairTradeCertified.org/why-fair-trade](https://FairTradeCertified.org/why-fair-trade)
- [FairtradeAmerica.org/what-is-fairtrade](https://FairtradeAmerica.org/what-is-fairtrade)
- [FairTradeFederation.org/what-is-fair-trade](https://FairTradeFederation.org/what-is-fair-trade)

More information available at  
[fairtradecampaigns.org/resources](https://fairtradecampaigns.org/resources)