[RETAILER ADDRESS]

Dear [MANAGER/OWNER],

**We are writing to ask for your support for our campaign to make Quincy a Fair Trade City**.

We represent the Quincy Fair Trade Task Force, an all-volunteer grassroots group of local activists, community organizations, and socially responsible businesses united in raising the profile of the Fair Trade movement and promoting Fair Trade products within Quincy. As a Fair Trade City, our mission is to build long-term trade partnerships that are economically just and environmentally sound, that foster mutually beneficial relationships between producers and consumers, and that demonstrate the contribution of Fair Trade to a more sustainable world through international commerce. The Quincy Fair Trade Task Force is a member of Fair Trade TownsUSA, a national network of towns, cities, and other municipalities demonstrating their commitment to the principles of Fair Trade.

**Our coalition is working to enhance the visibility of Fair Trade organizations in the community** and we invite you to become part of our network. Here is what we currently offer to our coalition partners:

* Networking opportunities with Fair Trade supporters & vendors in the area
* Free advertising (with a location map) for your organization on our website, including online links to your organization
* Free public promotion for your organization at our Fair Trade events
* Inclusion in our community initiatives related to Fair Trade education and outreach

**Indeed, Fair Trade is a fast-growing market segment that your business can gain access to**. Some facts:

* Sustainability is a key concern for a growing population of people in our nation.
* The US represents 5% of the world’s population but we consume 29% of the resources. We have a lot of purchasing power, and our purchases are an opportunity to speak out for freedom.
* Fair trade certification has a direct, positive impact on workers’ income, empowerment, collective bargaining and living standards.
* Fair Trade certification also means assessment in areas like legal documentation, child labor, gender fairness, and livable wages.

By offering Fair Trade products in your offices, meetings, etc, your establishment will demonstrate leadership in social and environmental responsibility while making a positive global impact by bringing Fair Trade to the local community.

There is no fee for joining the efforts of the Quincy Fair Trade Task Force. It’s as easy as offering a minimum of two Fair Trade products in your place of business.

Thank you very much for your time and consideration.

 Sincerely,

Quincy Fair Trade Task Force

**Let your purchasing power set the world free.**

<http://fairtradecampaigns.org/campaign/quincy-ma-fair-trade-campaign/>

For questions: Kristina@theriversouth.org