



C³: Connect, Collaborate, and Campaign

Case studies and best practices on how to work together.



What's Inside?

Ways to collaborate with other Campaigns

Best Practices and General Tips

Key takeaways



So, You Want to Collaborate?

Whether you are a long-established Fair Trade campaign or the “new kid on the block,” collaboration provides new opportunities to create more impact with the same or fewer resources. This document highlights examples of successful campaign collaboration, focused on four themes: building relationships, mentoring others, sharing resources, and viewing challenges through a new lens. This guide is not a solution manual, instead it is a series of stories offering different approaches and strategies to support and grow your campaign.

Relationship Building

Trust is the key to successful collaboration. The framework of a relationship will quickly develop if you show a genuine interest in what inspires your future collaborators. By learning about what energizes and excites them, you can tailor your collaborative pitch to the needs and desires of the potential partner. After the seed has been planted, be sure to maintain regular, casual and organic communication. Meet in person whenever possible, with video calls as the secondary method, and phone/text or email communication as third and fourth options respectively.

Mentorship and Expansion

When a campaign has a groove going or a boatload of experience, they need to share those skills and knowledge. The strongest campaigns actively build to their list of allies by finding similar organizations or common-minded individuals to collaborate with or to support in starting a new campaign. Mentorship from experienced campaigns significantly decreases the time it takes these mentored campaigns to declare which can lead to a domino effect of campaign growth in your community. Mentorship is mutually beneficial since the existing campaign gets a new project to keep members engaged sharing expertise that leads to ongoing collaboration, idea sharing, and exchange of resources.

Sharing Resources and Workloads

As the saying goes, many hands make light work. And in our case, more resources yield greater impact! By offering some volunteers to staff an event, offering a workshop on managing social media, sharing an event space, exchanging educational materials, bulk ordering sample materials, or other similar acts, you are scaling up your organizing to meet a larger audience with more tangible results.

New Perspective and Approaches

One of the most valuable benefits from working with others is a different point of view. A brand new campaign's perspective on what tactics to employ naturally derives from the exchange of success and failures. Campaigns that are most successful at collaboration challenge the status quo and think outside of the box. Going beyond traditional in-person collaboration, campaigns can collaborate outside their normal circle and overcome their geographic barriers by hosting an online discussion, training or social media campaign with one or more other campaigns or organizations. Campaigns can take this a step further out of the box by together collecting orders and sharing the purchasing responsibilities for a monthly subscription service selling Fair Trade product kits. Collaboration helps a campaign work a problem from a different angle or try something completely different which in the end creates greater impact on communities.

Collection of Case Studies on Collaboration

Relationship Building

Systematic Support | Rollins College and Winter Park (Florida)

Winter Park's original Fair Trade Town committee was a diverse team of advocates including the managers at Ten Thousand Villages, faculty from Rollins College, and community members. Winter Park became a Fair Trade Town in 2012, and went on to support the founding and mentorship of the Rollins College campaign that designated in 2013. Rollins College then went on to support the work of the Winter Park campaign, eventually helping recruit members to form a new Winter Park committee.

Rollins committee members identified individuals in their networks to join a new Winter Park committee. The volunteers recruited new members from the local Ten Thousand Villages, the city's sustainability office, and Rollins College. Rollins advocates attended Winter Park's monthly meetings and assisting in long-term planning. Rollins College and Winter Park partner to organize events for Fair Trade Month in October. The campaigns organized a Fair Trade film screening and an event with Ben & Jerry's on the Rollins campus called "I scream for Climate Change!"

Takeaway: A collaborative relationship between campaigns can help support a campaign in times of transition and uncertainty. Leverage each other's networks to recruit new committee members!

Building Bridges in the Bronx | Manhattan College and Fordham University (New York)

Manhattan College and Fordham University are both Fair Trade designated universities in the Bronx, NY. They both have campus groups dedicated to raising awareness of Fair Trade on campus. They teamed up to host a joint "Fair Trade Field Trip" to a local Fair Trade business where they could connect with one another and learn more about Fair Trade. Both campaigns also both have Fair Trade campus businesses associated with each of business schools. They are planning on meeting together to share best practices as well as learn from each other's ideas. Collaborating with a campaign that is similar to your own can help you both to learn and grow from your differences.

Sharing Resources and Workloads

Vanguard Volunteers with Fair Trade Los Angeles | Vanguard University and Fair Trade LA (California)

Vanguard University and Fair Trade Los Angeles started collaborating when Fair Trade LA heard about the Fair Trade Fashion Show that Vanguard's Live2Free club was hosting. One of the organizers at Fair Trade LA offered to connect them with a Fair Trade clothing company to use in the show, and their collaborative relationship was born. Fair Trade LA introduced the Vanguard students to Fair Trade Campaigns and they decided to start a campaign of their own. Fair Trade LA also offered internship and volunteer opportunities for the students to participate in during the academic year. Through this Fair Trade LA was able to receive more help to expand their programs and the students gained valuable experience and skills.



Takeaway: When Colleges and Towns work together, they can help one another have new experiences and meet their goals.

Town Teamwork | Chicago Fair Trade and DePaul University (Illinois)

Adapted from a Press Release from Chicago Fair Trade

In April 2018, Chicago Fair Trade and DePaul University joined forces to organize Chicago Fashion Revolution. The Chicago Fashion Revolution brought a diverse crowd of 200 students, community members, and activists to a variety of Fair Trade activities and events including a clothing swap, educational tables, a Fair Trade pop-up market, and free clothing mending and repair services compliments of Fix It Friday, an award winning project of Illinois State University.

A panel of speakers shared their inspiration and wisdom with attendees. On the panel were Nasreen Sheikh, founder of a Fair Trade women's cooperative, Father Andrew O'Connor, founder of Goods of Conscience, and Donnie Hodge, President and CEO of Alta Gracia.



The day concluded with an awesome ethical fashion show. The show featured looks from over a dozen brands-from locally-owned brands including Mata Traders and Production Mode, to EILEEN FISHER, to a gown from the North Shore Exchange, a non-profit luxury consignment boutique. The planning team of the 2019 Chicago Fashion Revolution intends to expand the variety and diversity of their collaborators to build a larger event for a broader audience.

Takeaway: You can have huge community engaging events with the help of many collaborators. As the saying goes many hands makes light work, so start finding more helping hands.

Tasteful Fashion | Mankato, Gustavus Adolphus College and Loyola Catholic School (Minnesota)

On May 6, 2018, the Mankato Area Fair Trade Town Initiative (MAFTTI) had a Fair Trade Tea and Fashion Show through the group effort of many churches, businesses, students, and town residents. Members of the Gustavus Adolphus College Fair Trade Group sold items from their bookstore and from Loyola Catholic School Fair Trade. Although a School campaign had yet to be started, students from St. Peter High School modeled in the Fashion Show while Loyola students volunteered as servers. Members from local congregation campaigns volunteered by hosting tables to provide Fair Trade tea and snacks.

Local thrift shops and stores that carry Fair Trade products provided MAFTTI items and wrote up outfit descriptions for the Fashion Show. The event received a lot of support from the Fair Emporium Fair Trade Store and from New Ulm's Own Fair Trade Store in St. Peter and New Ulm respectively. MAFTTI continues to work to help residents in New Ulm and St. Peter to start their own town campaigns.

Takeaway: Collaboration between campaigns can be amplified with the help of community organizations and local businesses.

Mentorship and Expansion

Mastering Fair Trade | St. Martin of Tours Catholic Church & Academy, La Mesa and San Diego (California)

Advocates learned from experienced campaigners by attending meetings at San Diego Fair Trade and leveraged this new knowledge with a partnership with the [Catholic Relief Services](#) (CRS) Fair Trade advocacy program. This led to the creation of the [La Mesa Fair Trade](#) Committee. The La Mesa Fair Trade Committee partnered with non-profits, service organizations, congregations and others and achieved Fair Trade Town designation in 2012. Organizers then became [Fair Trade Ambassadors](#) for CRS and had the opportunity to attend and speak at workshops and trainings. Some of the Fair Trade La Mesa organizers were also able to support the declaration of St. Martin of Tours Catholic Church. The Fair Trade bug then spread into St. Martin of Tours Academy with the formation of a Fair Trade committee. On December 1, 2015, [St. Martin of Tours Academy](#) became the first Fair Trade Elementary School in California and the first Catholic Elementary School in the U.S.



Now, all three campaigns are working together to support a graduate student organize Fair Trade San Diego. The organizers connected the student with their advocate network, shared resources and helped plan the campaign's strategy. To leverage their network, La Mesa Fair Trade sent out two newsletter invitations to a Meet & Greet at a Chocolate Bar & Bistro for Fair Trade San Diego County. Attendees enjoyed Fair Trade chocolate, great food and camaraderie! The event was the kickoff announcement of launch of the Fair Trade Town campaign in San Diego. Thanks to the mentorship from the Fair Trade La Mesa and St. Martin of Tours campaigns, San Diego is moving quickly on the road to declaration.

Takeaway: Mentoring another campaign makes Fair Trade advocacy in the area even easier and creates more impact. Mobilize other advocates by sharing your knowledge, experience and resources with them.

Congregation Companions | River Church South and Reservoir Church (Massachusetts)

River Church South, a congregation in Quincy, MA, used the momentum from declaration to activate more Fair Trade advocacy in the region. After accomplishing their three goals to become a Fair Trade Congregation, the campaign organizers quickly got involved in larger initiatives. The lead organizer of River Church South invited members of Reservoir Church in Cambridge, MA to start their own Fair Trade Congregation campaign by getting them involved in [Fair Trade Valentine's](#), a national program sponsored by Fair Trade Campaigns. Reservoir Church was already purchasing Fair Trade products and educating its members about Fair Trade. Without River Church South, Reservoir Church's years of Fair Trade advocacy would go unknown to the larger movement.

Takeaway: Look for ways that your team can contribute to the entire Fair Trade movement. For example, some team members are great recruiters, some are great teachers and some are great videographers. Encourage them to apply their skills at the local, regional and national level.

Mentorship Leads to Partnership | Media and Philadelphia (Pennsylvania)

Media, PA is the first Fair Trade Town in the U.S. They worked with organizers in Philadelphia to help them towards their declaration. Media mentored the Philadelphia team from the beginning, and now the two teams have a close relationship as partners. They work together to publicize and attend one another's events and activities. They also work together to problem solve challenges that they are facing, or brainstorm new ideas. The two campaigns have also found that some healthy competition around passing procurement policies helps both groups bring energy and momentum to the project.



Interfaith Efforts in Claremont | Claremont and Our Lady of the Assumption Catholic Church (California)

Joe first learned about Fair Trade through Catholic Relief Services which inspired him to get his congregation and others involved in the Fair Trade movement. Joe and his wife Linda decided to join the Interfaith Sustainability Council of the Inland Valley. This allowed them to connect with other congregations in the Claremont area. He was able to share his experience connecting his parish and faith to the Fair Trade movement and through this inspire other congregations to do the same. This new base of interest in Fair Trade from many local congregations helped them to move the Fair Trade Claremont town campaign forward as well. They were able to work together to host events in the community as well as contribute to the creation of a Fair Trade Resolution by the Claremont City Council. Creating change in an entire town seems daunting, but when you build on your connections and relationships it becomes possible.

Takeaway: By connecting with congregations of other faith traditions through a common concern for social justice, congregation campaigners spread the Fair Trade movement.

Declared Campus Inspires and Supports a New Campaign | Saint John's University and The High School for Community Leadership (New York)

Saint John's University in New York City has been a designated Fair Trade University since 2017. They decided that they were interested in helping another local campaign get started. The High School for Community Leadership seemed like a natural match, since the two schools had worked together on other activities in the past. Campaigners from Saint John's reached out to the school leadership who were very receptive to the idea. Their campaign faced challenges moving forward during the end of the semester as people got busy and were not able to communicate very frequently, but they continued pursuing the idea over the summer and created an action plan for the new school year. Collaborating with other campaigns can often be challenging, but persistence and dedication will help you to build lasting relationships.

New Perspectives and Approaches

Social Media Sensations | Boston, Quincy and the River Church South (Massachusetts)

With the evolution of technology and social media, geographic barriers are no longer an obstacle to collaboration. However, being far away is not a requirement to support one another in the digital world. Even neighboring campaigns in Massachusetts use their digital presence to work together. Fair Trade Boston leveraged their social media network to support Fair Trade Quincy and the Fair Trade Congregation at The River Church South. By increasing each other's social media presence, the message about the Fair Trade movement can reach new audiences. If you want to scale up your social media post to trend, try using a tool like [Thunderclap](#) and share it with your fellow collaborators.

Takeaway: Regardless of where your campaigns are located or where they are in a stage of development, social media is a tool that any campaign can use to collaborate.

Berkeley Means Business! | UC Berkeley and Berkeley High School (California)

Students at Berkeley High School and UC Berkeley began laying the framework for collaboration in their community when UC Berkeley students invited Berkeley High School campaigners to attend, table and volunteer at the Berkeley Food Colloquium that was jointly organized by other student organizations on the UC Berkeley campus. In addition, both campaigns worked together on developing a custom Google map that identifies all of the Fair Trade locations in the Berkeley area. The map had multiple layers, one for locations on the UC Berkeley campus, locations at Berkeley High School and locations in the town of Berkeley. Lastly, UC Berkeley students helped the Berkeley High campaigners prepare for a presentation to the Berkeley School Board to make the school district “sweat-free” prohibiting school-sponsored attire to be made by suppliers that use sweat labor.

Takeaway: Building online tools for the community is a great way to collaborate!

San Diego Student Success | UC San Diego and Point Loma Nazarene University (California)

Campaign organizers from Point Loma Nazarene University (PLNU) invited students from University of California, San Diego (UCSD) to their event titled, *Wear Justice*. The PLNU campaign secured the participation of companies such as Patagonia, YOUME and Ten Thousand Villages. The event followed a model of buy, swap, donate thanks to a partnership established with a local thrift shop. The event had food trucks and a sustainable fashion show, with prizes for entries from Patagonia.



As a [Changemaker Campus](#), UCSD's Fair Trade club collaborated with all the Changemaker organizations on campus along with local, sustainable and Fair Trade vendors to raise awareness in the community about sustainability. Organizers also invited other schools' campaigns to volunteer, attend and host their own tables. The vendors sold their products and the Changemaker clubs hosted activities related to their mission. This event informed the community of the various sustainable initiatives being taken on by students.

Takeaway: Collaboration can be as simple as an invitation. Send out invitations to your events to the local campaigns in the area and try to attend their events as well.