



Fair Trade Campaigns Regional Leadership Team

September 2019 - September 2020

I. Group Name & Purpose

1.1 The name of this group is the [REGION NAME] Regional Leadership Team.

1.2 The group it serves is the [REGION NAME] Regional Network, which is made up of town, college, university, school, and congregation campaign organizers in the region.

1.3 Purpose: With almost 300 campaigns across the U.S., Fair Trade Campaigns is growing rapidly and making a huge difference in the lives of farmers, workers, and artisans around the world. The Regional Leadership Team drives this growth on the regional level, through campaign coaching, outreach and network building, and collaboration with the regional Fellows. The Regional Leadership Team serves to translate national strategic priorities to the regional level, implementing new initiatives and providing on the ground insights to inform future strategy.

II. Regional Leadership Team Structure

2.1 Roles: This workplan will be implemented in the [REGION NAME] region by two Fair Trade Campaigns Fellows and the members of the Regional Leadership Team. Roles are as follows:

- **Fellows:** The two Fair Trade Campaigns Fellows oversee recruitment and training of the Regional Leadership Team, as well as the execution of the regional workplan. Fellows facilitate meetings and support and direct the work of the Leadership Team.
- **Leadership Team Members:** Leadership Team members will work closely with Fellows to execute the regional workplan. Members will be responsible for attending monthly team calls, as well as work defined by the workplan with regards to campaign coaching, outreach and network building, and strategic priorities.

2.2 Commitment: Leadership Team members commit to a one-year term, from September to September, with the option to extend for an additional term each year. Members are responsible for attending monthly Leadership Team calls and delivering on other responsibilities outlined in the workplan. The estimated time commitment is approximately three-hours per month.

III. Regional Leadership Team Responsibilities

3.1 Campaign Coaching

- Fellows serve as the primary point of contact for regional campaigns, supporting campaigns to achieve Fair Trade designation and maintain activity post-designation.
- Leadership Team Members support campaign coaching as requested by Fellows. This includes, but is not limited to, sharing expertise with specific campaigns via email or phone, meeting with or presenting to campaigns in their area, initiating new campaigns via their personal or professional networks, and workshopping with Fellows around common challenges and best practices.

3.2 Outreach and Network Building

- Leadership Team Members leverage their networks to support the growth of Fair Trade Campaigns. This includes, but is not limited to, recruiting speakers and attendees for Network Calls, engaging organizations and other partners to support existing campaigns and network growth, raising awareness about Fair Trade via presentations and participation in local events, and initiating new campaigns via their personal or professional networks.
- Support the development of regional Network Calls. Contribute ideas for topics and speakers, recruit attendees, and participate on calls.
- Support the development of Regional Bulletins. Contribute ideas and content for quarterly emails.

3.3 Implementing Strategic Priorities

- Leadership Team Members support the development and execution of Fair Trade Campaigns' strategic priorities, driving national strategies on the regional level. This includes, but is not limited to, identifying and engaging new partners to deepen and expand Fair Trade Campaigns' reach, identifying opportunities to enroll new campaigns and strengthen engagement with existing campaigns, and supporting Fellows to execute strategic projects.
- Attend monthly Leadership Team calls to share updates and review projects and priorities.
- Attend an in-person Leadership Team training in the Fall to expand knowledge of Fair Trade and Fair Trade Campaigns. In coordination with the Fellows, determine goals and direction for the regional team in line with national priorities.

IV. Regional Breakdown & Development Timeline

Mid Atlantic - Developed 2014

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

Northeast - Developed 2015

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

Southwest - Developed 2015

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

Great Lakes – Developed 2017

- Illinois
- Indiana
- Iowa
- Minnesota
- Wisconsin

Midwest - Under Consideration

- Kentucky
- Michigan
- Ohio
- West Virginia

Great Plains - Under Consideration

- Colorado
- Kansas
- Missouri
- Nebraska
- North Dakota
- South Dakota

South Central - Under Consideration

- Arkansas
- Louisiana
- New Mexico
- Oklahoma
- Texas

Northwest - Under Consideration

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

Southeast – Under Consideration

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