A strong committee provides a foundation for your Fair Trade campaign to succeed, not only in achieving designation but also in maintaining and expanding Fair Trade activity post-designation.

Having well-defined committee roles will help you recruit the right people to support your campaign, and provide committee members with ownership and a clear understanding of their contributions to the campaign. Use the following chart as a guide to help structure your committee, making adjustments as necessary to meet your team’s needs and create space for your team members’ unique skills.

**Committee Roles and Fair Trade Designation**

All members of your Fair Trade committee will provide critical support as you work towards Fair Trade designation. The following roles are well positioned to take the lead on specific designation criteria.

- **Event Coordinator(s)**
  - Identify and plan opportunities for educational and promotional events.

- **Common Values Liaison**
  - Identify community and campus groups with values aligned with Fair Trade to establish partnerships.

- **Stakeholder Liaison**
  - Serve as the primary contact between the campaign and campus administrators, city officials, and other key decision makers.

- **Social Media Coordinator**
  - Create a social media strategy that coincides with key events and campaign goals. Establish a social media presence on relevant channels.

- **Recruitment Coordinator**
  - Identify recruitment opportunities and collaborate with the committee on how to keep current members engaged.

- **Secretary**
  - Record and share meeting minutes and action items.