



**FAIR TRADE
CAMPAIGNS**

Fair Trade Campaign Committee Structure

Use this outline to help structure the committee for your Fair Trade campaign and assign committee roles.

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
Commit to Fair Trade
Education & Events



Common Values Liaison
Enroll Community Organizations
Enroll Offices and Catering



Stakeholder Liaison
Reach Out to Retailers
Reach Out to Campus Outlets
Pass a Fair Trade Resolution



Recruitment Coordinator
Build Your Team