



FAIR TRADE TOOL KIT

fair trade

noun

trade between companies in developed countries and producers in developing countries in which fair prices are paid to the producers.

“supporters believe that fair trade is making a significant positive impact in the world”



what's iNCLUDED?

| **COMPONENTS OF A FAIR TRADE EVENT**

| **TIPS TO PLAN YOUR OWN FAIR TRADE EVENT**

| **IMAGES & VIDEOS**

| **LIST OF VENDORS**

| **LETTER TEMPLATES**

| **LIST OF STORES THAT SELL FAIR TRADE PRODUCTS**



COMPONENTS

COMPONENTS OF A FAIR TRADE EVENT

Each Fair Trade event will be as unique as the faith community/organization that hosts it. The event can be as simple or as large as you have time to coordinate. Below are examples of what can be incorporated into a Fair Trade event. This is not an exhaustive list, but merely ideas of what an event can include.

VENDORS. This is the only thing that is **a must for a Fair Trade event**. Vendors not only offer products for sale, they also help educate visitors attending the event about what Fair Trade is all about and how it affects human trafficking. Fair Trade vendors are just as passionate about the importance of Fair Trade practices as they are about their products.

SAMPLES OF FAIR TRADE PRODUCTS. Aside from the products that vendors are selling, providing samples of Fair Trade products such as **chocolates, coffee, tea, sugar, and snack items** will help people identify what products are Fair Trade and where they can buy them.

VIDEO PRESENTATION. If your venue can support it, showing a video presentation is a wonderful way for visitors to **see how Fair Trade impacts the lives of farmers, workers, and communities**. A video presentation is another layer of education about the relationship between human trafficking and Fair Trade. The presentation doesn't have to be long, five to seven minutes, and can be looped so visitors throughout the day will be able to see it.

GUEST SPEAKER OR PANEL OF SPEAKERS. Similar to the video presentation, this requires space and a lot more coordination. Your Fair Trade event can kick-off with a panel of speakers to talk about conscious consumerism, the principles of Fair Trade, and practical steps for shoppers in today's consumer culture.

RESOURCE TABLES. Set up a resource table for your ministry and the OCHTTF. Help attendees understand the link between human trafficking and Fair Trade by providing information. Display **poster boards, info-graphics, and hand-outs** with information about human trafficking; Fair Trade; Fair Trade products, films, books, and resources; and the National Human Trafficking Hotline.

RAFFLE BASKET. Give one attendee an opportunity to try Fair Trade products at home by raffling off a basket of items. You may have one basket or many.

TIPS

TIPS TO PLAN YOUR OWN FAIR TRADE EVENT

GET A COMMITTEE TOGETHER. It's easier to manage an event when other people share the load. Although it is possible for one very committed and organized person to make this happen, having at least two or three people divide the tasks will bring fresh ideas and creativity, decrease the burden, and ensure that tasks get done in a timely manner.

START EARLY. Contact your vendors once you have secured a location and date. It may take time to get the number of vendors you want or some may cancel and you need to find a replacement. Additionally, it will also take time to secure donations. Some grocers require at least six to eight weeks before the event date for a request to be submitted. You also need time to follow up with donors who may be dealing with other donation requests. Be conscious of your time and set achievable deadlines.

COMMUNICATE. Communicate with the facility manager early on and discuss expectations the day of the event. Determine what needs to be done to prepare the venue from their end and by your team. Discuss with vendors what the facility and your team can and cannot provide for them the day of the event (i.e. tables, chairs, table covers, pop up, parking, lunch).

MARKET YOUR EVENT. There are many ways to get the word out to ensure a successful event. Host the event on a day of worship to boost foot traffic. Make announcements before or after service, if allowed, the week before the event. Use online sites like Eventbrite to promote the event to the community at large. Post fliers at community boards in nearby shops or cafes. Contact local and community publications and ask to post an ad or a mention on their social media.

CREATE A BACK-UP PLAN. If the event will be outdoors, create a plan if it rains the day of the event. Think of other barriers or challenges that could happen the day of the event and prepare for them.

IMAGES & VIDEOS

For any and all images and/or videos that you did not create or produce yourself, and would like to use for your event, please request permission to use them as a courtesy to the artists and brands, as well as to avoid a cease and desist communication.

The following are short video clips on YouTube where the agency or brand granted permission to use at Fair Trade event.

Click the link to take you directly to the video.

-  [ABC's of Child Labor](#)
-  [Fair Trade Every Purchase](#)
-  [Fair Trade: The Power of the Consumer](#)
-  [Stop Child Labor -UNICEF](#)
-  [The Fair Trade Difference](#)
-  [What is Fair Trade?](#)

VENDORS

List of vendors who are willing to come to Orange County for a Fair Trade event:

Fair Trade LA

Laurel Averill - averills@sbcglobal.net

Various vendors with products including household items, personal care, toys, jewelry, clothing, foods

Purpose Jewelry

Deanne Weissman - events@purposejewelry.org

Jewelry

Equal Exchange

Alejandra Estrada (contact ochttfoutrreach@gmail.com)

Chocolate and coffee

Trades of Hope

Rachel Croskery-Roberts - rcrosker@gmail.com

Jewelry, scarves, home decorations, bags

IMAGE/VIDEO REQUEST

SAMPLE LETTER

Hello,

I am the coordinator for the _____. We are hosting an event at our church/ organization on _____ to highlight the relationship between human trafficking and Fair Trade. I would like to request permission to use your video/graphic below during the event. We will have vendors selling Fair Trade items as well as show a short presentation. Our goal is to create awareness about human trafficking and what steps people can do to help end it.

[link to video or graphic here]

Hoping for your kind consideration. I look forward to hearing back from you.

Best,

[your name]

DONATION REQUEST (COSTCO)

SAMPLE LETTER

To Whom It May Concern:

As a parishioner at [your church/organization] and patron of Costco, I am asking for your help to fight Human Trafficking through promotion of ethically traded products. On Sunday, _____, [your church/organization] will host a Fair Trade Sunday event which will highlight the relationship between Human Trafficking and Fair Trade. We will have vendors of Fair Trade items at the event, a presentation, and light reception with ethically made and Fair Trade food such as coffee, chocolate, and other snack items. As you know, coffee and chocolate are the two biggest food items that utilize slave labor. By serving these foods at the reception, we want to expose people to Fair Trade products and encourage buying at Costco, ethically made and Fair Trade items as part of our mission to end Human Trafficking.

In order to ensure the success of this event, we are seeking contributions. Your support of this event would be greatly appreciated. This free event will be open to the parishioners of [your church/organization] and surrounding community. Will you kindly consider donating some ethically or Fair Trade food and beverages to serve at our event? In return, we will gladly acknowledge your contribution.

[your church/organization] is a 501(c)(3) nonprofit organization recognized by the IRS. Your contribution is tax deductible to the extent allowed by law. No goods or services are provided in exchange for your donation. Our Tax Identification Number is _____.

Your generosity will aid us in furthering our goals. Thank you for your time and kind consideration. If you have any further question, please call me at _____.

Sincerely,
[your name]

ADVOCACY (HERSHEY)

SAMPLE LETTER

Hi, my name is ___ and I'm calling/writing from ___ (city/state).

I am a huge fan of [insert your favorite Hershey/Nestles/Mars candy here]*. I would like to ask that Hershey/Nestles/Mars choose to be a leader in ending the problem of child labor on cocoa farms by purchasing Fair Trade Certified™ cocoa for your candy bars. With a label from an independent third party certifier, consumers have a way of knowing that your company is working to respect farmers and the environment, and end abusive child labor in the cocoa industry. Fair Trade is the only label that gives farmers a fair price for their cocoa beans so they can support their families and escape poverty.

I also want to know that all the workers who had a hand in making my chocolate – from bean to bar – were treated fairly. Will Hershey/Nestles/Mars take this opportunity to be more transparent about your supply chain and do more to protect the rights of workers in the fields and in your factories? Until then, I have decided that I no longer feel comfortable buying your chocolate.

Thank you for your time.

*As a kid, my favorite Hershey/Nestles/Mars bar was _____

My niece/nephew or grandchild's favorite Hershey/Nestles/Mars bar is _____

You could also end with something like:

I was not able to buy any of your delicious chocolate Easter candy this year. I am looking forward to a time when I will feel comfortable about supporting your company and enjoying your treats again.

[your name]

STORES

List of stores that sell Fair Trade products

Costco – Coffee

Trader Joe's – Coffee, chocolate, cocoa powder, sugar, honey, vanilla extract, tomatoes

Whole Foods – Coffee, tea, chocolate, sugar, vanilla extract, produce, flowers

Gelson's – Coffee

Ralph's – Sugar

Target – Coffee, tea, chocolate





NEED HELP?? QUESTIONS??



Contact:
info@waymakersoc.org
(949) 250-0488



Find more information at fairtradecampaigns.org

