

4 Work or Volunteer



Hundreds of businesses and nonprofits hire staff and volunteers to do Fair Trade work. Some people start their own Fair Trade businesses.

Fair Trade Coffee Server

Find resources at these organizations:

1. Go to the jobs listing page of FTRN, at www.FTRN.org
2. Go to the jobs listings page of FTF members, at www.FairTradeFederation.org
3. Volunteer with faith-based groups, such as Ten Thousand Villages and SERRV, and others described in the "Major Players" section of the "Brief History of Fair Trade" chapter
4. Contact any of the organizations listed in the "Major Players" section, and contact the members and partners of those organizations

5 Join an Action Campaign

Throughout the year, there are many action campaigns that make it worthwhile, easy and fun to advocate for Fair Trade. A few actions to suggest are:

1. Host an event for World Fair Trade Day, the largest Fair Trade event in N. America, which seeks to build awareness of Fair Trade. Details at www.FTRN.org



Reverse Trick or Treating

Credit: Global Exchange

2. Do Reverse Trick-or-Treat, where you hand Fair Trade sweets and information sheets to home occupants during Halloween. Organized by Global Exchange, at www.globalexchange.org
3. Join the national Valentine's Day of action, organized by Global Exchange at www.globalexchange.org
4. Organize a Fair Trade Town, where citizens, businesses and government ally to stand for Fair Trade. Organized by Fair Trade Towns USA at www.fairtradetownsusa.org
5. Advocate for trade policy reform, by searching for an up-to-date campaign
6. Support or donate to a nonprofit organization that advocates for Fair Trade, such as FTRN

Thanks for getting involved to help improve the lives of marginalized farmers and artisans around the world! Your life will be much richer too!

Fair Trade Resource Network

FTRN's mission: the Fair Trade Resource Network (FTRN) seeks to improve people's lives through Fair Trade alternatives by providing information, leadership, and inspiration. FTRN gathers, develops, and disseminates educational resources to people and organizations interested in the movement to build a more just and sustainable world through Fair Trade.



Credit: Indego Africa



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How to Get More Involved in Fair Trade



Credit: Jeff Goldman



Credit: DC Fair Trade Network



Credit: Simon Rawls

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Shop Fair Trade



Tasting Fair Trade Wine

It is very easy and rewarding to buy Fair Trade products, both online or in a store. Scores of quality products are available from major retailers as well as from small businesses. Fair Trade items are great values for kids and adults, home and office, regular days and special occasions. Many products and retailers are listed in the section “Fair Trade By Some Numbers.” A few good ways to shop Fair Trade are:

1. Go to www.FTRN.org for up-to-date “Where to Buy” resources and links
2. Visit online or at a store of one of the hundreds of members of the Fair Trade Federation at www.FairTradeFederation.org
3. Find retail outlets and brands associated with the widely recognized certifications, from those certifications’ websites.
4. Ask you local stores to carry Fair Trade goods

Credit: Amherst Fair Trade Town

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Learn More

Lots of engaging flyers, books, videos, Power Point presentations, events and people are available to beginners as well as advanced Fair Traders. Most Fair Trade Organizations offer free or low-cost educational resources for all ages. A few good ways to learn more are:

1. Go to www.FTRN.org for up-to-date “Learn Up” resources, such as flyers, book and film reviews, Power Point presentations, a catalog of academic papers, and more
2. Sign up for FTRN’s free, monthly e-newsletter on the FTRN.org home page to keep up with developments in the movement
3. Visit the Fair Trade Federation at www.FairTradeFederation.org for tools about fully committed Fair Trade Organizations
4. Contact any of the hundreds of Fair Trade Organizations who are members of FTF or WFTO, and major players.
5. Visit www.fairworldproject.org for information about dedicated Fair Trade brands and both international & domestic fairly traded goods.
6. Visit websites of certifiers and brands of Fair Trade products.
7. Ask you local stores for information about the Fair Trade goods they carry
8. Attend a an education event offered by a nonprofit organization or business.
9. Go on a Fair Trade producer trip.



Newcomers and advocates participate in a Fair Trade Federation seminar

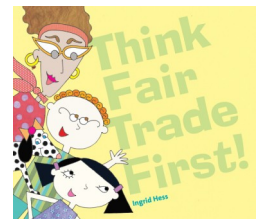
Credit: Montclair Fair Trade Town



Montclair, NJ, Fair Trade Club spreading Fair Trade at expo

Since many people don’t know what Fair Trade really is, you can serve as an effective ambassador for Fair Trade with lots of easy and fun ways to introduce Fair Trade such as:

1. Refer people to flyers, books and films and more at www.FTRN.org
2. Pass along any of the resources referenced in the Learn More section above
3. Organize an event, such as a film showing, food and drink tasting, book discussion, fashion show, sports game, spa night or other activity. Use the free Event Planning Guide on FTRN’s Toolkit page.
4. Introduce your friends to advocates, retailers and others involved in Fair Trade
5. Ask you local stores to carry Fair Trade goods
6. Ask your workplace, school or faith community to use Fair Trade goods
7. Give a Fair Trade gift for birthdays, holidays, visits to friends homes, and special occasions
8. Take a friend on a Fair Trade shopping outing
9. Teach kids about Fair Trade with curricula for all ages, details at www.FTRN.org



Book for introducing Fair Trade to children 3-8 years old, available from FTRN