



Fundraising with your Campus Organization

Supports:

Your Organization's Work

While creating a more just and green food system, you can also raise funds for your organization's excellent work.

Small Farmers

Small farmer co-operatives around the world bring you their high quality, fairly traded products through Equal Exchange. Just trading relationships mean farmers can stay on their land, and support their families, and have a trading partner they can rely on.

Islamic Relief USA

For every pound of products ordered through the Islamic Relief USA Project, fifteen cents will be placed in a Small Farmer Fund that Islamic Relief will donate to a hunger or sustainability project.

Equal Exchange

Equal Exchange is a worker-owned co-operative founded in 1986 with a mission-focused business model built on fairness and stronger relationships between farmers and consumers.

The Environment

Care for the environment is a large part of who we and our farmer partners are, whether it's through using organic methods around the world, the latest water preservation techniques in South Africa, or an ecotourism project in Nicaragua.



How-To:

1) Order

See www.equalexchange.coop/irausa for information on ordering products, posters, and materials. Our fairly traded coffee, chocolate, tea, nuts and berries bought through the Project have wholesale prices and are purchased by the case. If you want an estimate for how much to buy, please e-mail or give us a call at: interfaith@equalexchange.coop or 774.776.7366.

2) Organize

Decide the logistics for where, when and how you will sell products, such setting up a booth at your student center every Friday of a particular month.

3) Get the word out

Advertise around campus using posters, flyers, e-mail, class announcements, internet networking resources, and student websites.

4) Price Products

See the *Potential Pricings, Popular Products* page of the Basic Fundraising Packet for pricing ideas.

5) Have a great Fundraiser!

Let us know how it went- e-mail us at interfaith@equalexchange.coop with stories, feedback, and pictures.

Ideas:

Sticker**ing:** Using the included Project stickers on products communicates you are selling your fairly traded goods as part of your broader faith community's work to build a more just economy.

Friday Prayer: Serve and sell goods after Friday prayer.

Participate: Hold an awareness event around an Islamic Relief Campaign (see www.islamicreliefusa.org/campaigns) while raising money for it using Equal Exchange products-participate in two Islamic Relief initiatives at once!

Participatory Food: Besides the traditional bake sale, you can also hold a taste-testing, talk about the cocoa industry with Equal Exchange cocoa and chocolate for sale, hand out Equal Exchange's Dark Chocolate Minis with small info flyers to draw people to your booth, and more. We have more ideas and recipes available at www.equalexchange.coop/interfaith-fundraising-food.

Create Care Packages: Create gift baskets to sell to students- or even during a parent's weekend for parents to buy for their children.

Set Up Booths: Fundraise in student centers, cafeterias, and academic buildings during busy times, such as after a class or an event.

Outreach to Local and Hometown Mosques: Explain your organization's fundraising goals, the Project, and how Fair Trade is part of building a socially just world.

Education: Education is an important part of any Fair Trade fundraiser. We have many resources on our Fundraising site, below. Contact us for educational materials like brochures, flyers, stickers, and more!

Internet Resource List:

Islamic Relief USA
www.islamicreliefusa.org

Equal Exchange
www.equalexchange.coop

Equal Exchange's Blog
www.SmallFarmersBigChange.coop
Find the most up-to-date small farmer co-operative, environmental, and food system issues.

Interfaith Fundraising
www.equalexchange.coop/interfaith-fundraising
Many more educational, food-based, and event ideas, along with downloadable resources.

A Taste of Justice
www.equalexchange.coop/a-taste-of-justice
Get sign-ups for Equal Exchange Interfaith Program's e-newsletter with small farmer co-operative information, ways to get involved, sales, and more!

"With Fair Trade, we have more self respect and we have the ability to better our lives. It is not a handout; it is a partnership of equals." –Juan Jesus Castillo, CEPICAFE, Peru

Binita Rai of Sanjukta Vikas Tea Co-operative, India, one of the many small farmer co-operatives Equal Exchange partners with to bring you delicious fairly traded coffee, chocolate, tea, nuts and berries.

