

Organizer Information

Thank you for your willingness to help build a more just food system. We can't do this work without you and without new customers who also care about where their food comes from. Here are some tips to get you started spreading the word about choosing organic, fairly traded products from small scale farmers. If you are interested in receiving and distributing product samples to your network please call Susan (401) 644-8094 or Bethany (508) 427-5217 to discuss which products might work best.



1. Identify a handful of people in your network who you think would be interested in supporting an alternative trade system. Invite them to participate in an Equal Exchange group that shares cases of products or to directly purchase Equal Exchange products for their own home use. They don't have to be part of your faith community - they can be neighbors, family or friends, however, if you're inviting them into your group that shares cases you'll want to make sure they live close enough for you to easily deliver their orders or arrange for them to pick up.
2. Explain the Equal Exchange mission using this [talking points flyer](#) to show the importance of choosing ethically sourced, organic products that are not part of a corporate system. You can also share [education materials](#) like short videos, farmer stories, and presentations based on the person's area of interest (ie environmental sustainability, chocolate produced without forced labor, high-quality coffee, etc).
3. Pass along a sample product to the interested person with info on how they can purchase more and find other great products directly from Equal Exchange. Share the [Wholesale Product and Price List](#) and how to order either with you or on their own. Equal Exchange offers full cases (6 bags of coffee, 6 boxes of tea, 12 chocolate bars, etc) of products at wholesale pricing which is considerably less than what you would pay for high-quality organic and fair trade products in most grocery stores.
4. If they order on their own, they can purchase on the [EE webstore](#) or by phone @ 774-776-7366. There is no minimum but a shipping fee applies below \$135. Share the

discount code: WELCOME21 for 10% off their first order. They will provide a shipping address & pay by credit card. The order will arrive within 10 business days.

If ordering through your group (which is a good option if they want to share cases of products or order together to meet the free shipping minimum) let them know how and when to put in their order with you, how to pay you, and when to expect pick up or delivery. If they want to establish their own neighborhood/family group separate from yours they can do that too using [this information](#).

5. Follow up after a few weeks. Reach out and ask how they liked the coffee, tea etc. and remind them how they can order more. If they will be ordering in the future, thank them on behalf of Equal Exchange and the farmer cooperatives that grow these products. Provide them with information about the group's ordering schedule.