

Steps to organizing a pre-order sale for Solidarity Gift Boxes

Groups can order Equal Exchange's fairly traded products together to show solidarity with small-scale farmers through their churches and synagogues. The livelihoods of Equal Exchange's farmer partners depend upon activities that live outside the conventional commercial system. Our [Solidarity Boxes](#), filled with a variety of our most popular organic, high-quality products: coffee, chocolate bars, tea, chocolate chips, and baking cocoa. A Solidarity Box makes a meaningful gift that you can offer to congregation members as a pre-order option. Offer them for \$50 or you may mark-up each box up a bit as a fundraiser for your group's programs.

Announcing and Promoting the Pre-Order Sale:

1. Start by announcing the pre-order opportunity through newsletter, social media or Zoom announcement during services. You may even want to personally reach out to those who have purchased Equal Exchange products from previous sales or others who would like to purchase ethically-sourced organic products from small farmers rather than big corporations.
2. Educate people about the meaningful opportunity to support small-farmers this holiday season by pre-ordering Solidarity Boxes of Equal Exchange products for themselves or for their gift list.
3. Promote the Solidarity Boxes by editing and sending this customizable [digital newsletter template](#) via email or print out and post around the church or synagogue. Add in your own specific details to the newsletter, for example:
 - How much you are charging (the boxes cost \$50 each but you may choose to offer them at markup of your choice if you want to use this as a fundraiser for your group)
 - How they should order with you (give them your contact info)
 - Your pre-order deadline (aka the date you, the organizer, will place your master order with Equal Exchange) Plan on choosing a date at least 10 business days before you want to receive your master order from Equal Exchange.
 - How to pay you (You may want to limit the ways you will collect payment from individuals, for example, check, cash, Venmo, etc.) You may decide to collect payment beforehand or if you want to collect payment on the date of box distribution.
 - The distribution date for the Solidarity Boxes for those who pre-ordered.

Ordering from Equal Exchange:

1. Tally total Solidarity Box pre-orders into one order before you place your group's master order. Volume discounts are available for ordering 4 or more boxes. Contact us by phone for more details at 774-776-7366. Order by phone or online at shop.equalexchange.coop.
2. Provide one shipping address to which the group order will be sent.
3. Pay for the group order using a single credit card or if you have Net 14 day credit terms with Equal Exchange, you may be invoiced. Expect delivery within 10 business days of placing the order.

Distribution of Solidarity Boxes:

If you have not already done so, determine a date, time and central location for pickups after Equal Exchange delivers your master order, contact those who ordered. Let those who pre-ordered know they have arrived and how they can pick up. If you have not already collected payment, let folks know how much they owe and how to pay you.