

SERRV & Earn Online Fundraiser

Kickoff Agenda & Talking Points

Kickoff Agenda

Welcome and Gratitude

Topic 1: Introduction to Fair Trade

- What is Fair Trade? (See pg 2)
- How does Fair Trade align with our organization's values? (Ask someone to speak to this—yourself, another volunteer, a local leader, etc.)

Topic 2: SERRV International

- Who is SERRV? (See pg 2, also could share SERRV's [Acronym videos](#))
- What does SERRV do? (See pg 2)
- What is our relationship with SERRV? (Organizer to explain history and purpose)
- Share SERRV's [organization video](#) (click the hyperlink)

Topic 3: SERRV & Earn

- What is SERRV & Earn? (See pg 2)
- How does this program help our organization? (See pg 2)
- How do I shop our SERRV & Earn online fundraiser? (See pg 2, provide YOUR custom web link in full)

Topic 4: SERRV Products

- What kinds of products does SERRV sell? (See pg 3, also use these [product videos](#))
- What are SERRV's most popular items? (See pg 3)
- Do SERRV products make good gifts? (See pg 3, invite conversation about who your guests are shopping for and popcorn some ideas)
- Personal favorite SERRV products (ask multiple people, including yourself!, to share what they love about SERRV and their favorite products)

Share a goal and deadline, and reiterate your custom web link!

Talking Points

If using these individually, always include your custom web link.

Topic 1: Introduction to Fair Trade

- What is Fair Trade? Fair trade is a commitment to better trading conditions on behalf of the people who actually make and grow products. Artisans and farmers are paid fairly for their work and benefit from safe working conditions. Fair trade promotes gender equality and protection for children. Fair trade is also a system that creates long-term relationships based on dialogue, transparency, honesty, and respect.

Topic 2: SERRV International

- Who is SERRV? A fair trade nonprofit since 1949, SERRV International is committed to small-scale global artisans and farmers through long-term trading partnerships. SERRV supports their efforts to build sustainable employment, resources, rights and a vision of hope in their communities
- What does SERRV do? SERRV works with artisan and farmer groups in 25 countries to produce handcrafted gifts, home décor, fashion, and food items through fair trade. Artisans are paid fair wages in advance - both when SERRV places an order and when the order ships. Revenue is channeled back to those producers to fund employment, education, community building, and healthcare initiatives.

Topic 3: SERRV & Earn

- What is SERRV & Earn? SERRV & Earn is a safe and easy way to support fair trade and raise funds through orders from SERRV's entire 1000+ product line. Our SERRV & Earn event is entirely online!
- How does this online fundraiser help our organization? **We'll earn 20% of our total sales** back as a donation to our nonprofit organization.
- How do I shop our SERRV & Earn online fundraiser? **Use our custom web link to shop all of SERRV's handcrafts, and we'll earn 20% on our purchases.** Always check for an orange banner at the top of the page that references our nonprofit, to ensure your order is being tracked through our campaign. Your order will be shipped to the address you choose – anywhere in the U.S. or Canada. You can also share our custom web link with anyone you think would love SERRV and wants to support us! If you aren't comfortable shopping our link and still want to participate, reach out to **[CONTACT]**, and they'll help you place an order.

Topic 4: SERRV Products

- What kinds of products does SERRV sell?
 - SERRV's **fashion line** is created using a variety of techniques from recycled fabric, natural stone, alpaca wool, high-quality leather, and more. SERRV carries beautiful handmade scarves, necklaces, earrings, and other fashion accessories from all over the world, including India, Peru, and Ecuador.
 - SERRV's **garden décor** ranges from recycled metal garden stakes and wall art from Haiti to birdhouses and feeders made from sustainable woods and vines in the Philippines.
 - SERRV works with artisans around the globe to produce beautiful and functional **kitchen items**. Hand-carved wood from the Philippines and India, hand-painted ceramics from West Bank, and trivets from Bangladesh and Uganda are examples of SERRV's utilitarian and beautiful kitchen handcrafts.
 - Baskets from Uganda and Bangladesh, recycled metal lanterns from India, and gorgeous hand-carved soapstone from Kenya are some of the many handcrafted **home décor** items from SERRV.
 - Tasty chocolate from Ghana, spicy chili sauces from eSwatini, and organic olive oils from Israel are best-selling **foods** from SERRV. Spices from South Africa, soup mixes from Denver, and global coffees and teas are a few more delicious foods. Most of SERRV's fair trade foods and spices are made from organic ingredients, and all are grown by small-scale farmers around the world.
- Do SERRV products make good gifts? SERRV products make great gifts! Not only is every item handmade, they are truly one-of-a-kind, and every product helps a global artisan or farmer support themselves and their families. SERRV has curated gift baskets as well as gift suggestions for almost anyone on your shopping list. Also, you can ship your orders to multiple recipients –to any address in the US or Canada.

Thank you for supporting our nonprofit organization!