

GOOD NEWS GOODS

What if everytime we did something for ourselves,
we did something for someone else?



Information Guide

Good News Goods is the Fair Trade Initiative of the Christian Life Commission (www.christianlifecommission.com) and affiliate of the Texas Baptist Offering for World Hunger (www.bgct.org/worldhunger). Our primary partner and supplier is Trade as One (tradeasone.com).

Read the FAQ's on pages 6-7 for additional information.

This initiative brings Fair Trade products to churches and universities all across Texas, and seeks to fight poverty through ethical purchasing. It provides an easy way for churches to engage in biblical justice and a forum to talk about the situations faced by those making the products—people who have experienced the affects of ...

- human trafficking (sex & labor trafficking)
- extreme poverty
- HIV/AIDS & civil war

WANT TO GET INVOLVED?

We hope to provide simple, sustainable, and effective ways for church members to bring “good news to the poor.” There are several ways to get involved, and at various commitment levels:

1. **Order JUST ONE cards + video**

By showing the JUST ONE video and passing out the JUST ONE cards, you support fair wages & ethical work environments for workers & artisans in the developing world. If every church member in America purchased JUST ONE Fair Trade item, millions of families would be lifted out of poverty for one whole year.

Want to learn more about JUST ONE? See page 2 for more details

2. **Host a Market**

Make Fair Trade products available within your church for church and community members to see and purchase in a large market setting. The Market is a powerful experience and provides an avenue for church members to encounter another way of shopping—one that tells stories of those making our products and connects us to the lives of the working poor in the developing world.

Want to learn more about hosting a Market? See page 3 for more details

3. **Sell Fair Trade Products through a Trading Post or Bookstore/Café**

By purchasing and selling Fair Trade products to church and community members on an on-going basis, you help ensure that there is a sustainable route for the global poor to not only get a job, but keep a job, which in turn helps them to provide for their families and invest back into their communities.

Want to learn more about starting a Trading Post? See pages 4-5 for more details

Recommended first steps:

- Read through this guide to see which ministry would be right for your church
- Sign-Up to get involved at www.goodnewsgoods.com

Support Materials:

- You will have access to www.goodnewsgoods.com where you will be able to
 - Read the FAQs about Good News Goods and how to get involved
 - Sign up to get involved
 - Buy Fair Trade & Re-stock your Trading Post
 - View videos and read stories about the producers of the goods you are selling
 - See a map of all our producer locations and those of the World Hunger Offering ministry sites
 - See other Texas Baptist churches who are already involved & what they have to say
 - See where Good News Goods has made the news
 - Download materials for promoting and facilitating our ministries, and for teaching/ preaching

For additional information or to get involved, contact charlotte.bumbulis@texasbaptists.org

GOOD NEWS GOODS

What if everytime we did something for ourselves,
we did something for someone else?



JUST ONE card

What is a JUST ONE card?

The Good News Goods JUST ONE card is a **paper card for your wallet** that serves as a constant reminder to buy JUST ONE thing from a Fair Trade certified producer: Tradeasone.com/goodnews (URL and code provided on each card.) The accompanying **JUST ONE video** is meant to be shown before handing out the JUST ONE cards.

Front

Back

<p>MAKE JUST ONE PURCHASE</p> <p>Give with meaning. Choose Fair Trade Make JUST ONE purchase at Tradeasone.com/goodnews Code: GNG 10% of every purchase goes to the Texas Baptist Offering for World Hunger.</p>	<p>GOOD NEWS GOODS</p> <p>TRADE AS ONE BGCT</p>	<p>What if every time we did something for ourselves, we did something for someone else?</p> <p>WWW.GOODNEWSGOODS.COM</p> <p>Do You Know...</p> <ul style="list-style-type: none">• Who makes your clothes, food, and household items?• How they are treated in the process: forced, exploited, abused?• If your purchase will help free or enslave them? <p>JUST ONE fair trade purchase from every Texas Baptist church-goer could lift thousands of families out of poverty for ONE whole year!</p>
---	---	---

How do we use the JUST ONE cards & video?

After showing the **JUST ONE video** about the power of our spending choices (during a chosen service or gathering), distribute **JUST ONE cards** to members and ask them to place them in front of one of their credit cards. Every time they open their wallet, this will be a reminder to buy JUST ONE Fair Trade item from our global producers.

Talking Points will also be provided if you wish to further the conversation from the pulpit or stage.

The **JUST ONE video & JUST ONE card** can be viewed at Tradeasone.com/goodnews

How do we use the JUST ONE card to make online purchases?

Log onto the provided webpage, click on *Shop*, and enter the code from the card when completing your order (the code is the same on every card and is for the purpose of tracking purchases in order to give 10% to the Texas Baptist Offering for World Hunger.) Our supplier (Trade as One) will ship products to the designated address.

Is there a fee?

No, but a contribution to the Texas Baptist Offering for World Hunger is encouraged. The amount is up to your church's discretion.

What do we need to do to get started?

- Choose a date to show the video and pass out the cards
- Decide how many cards you will need to pass out
- Contact the Good News Goods consultant or sign-up at www.goodnewsgoods.com

Can our church do JUST ONE any time of the year?

Yes, as long as the date is first approved with the Good News Goods consultant.

Can anyone use my card?

Yes, the code is the same on each card. You can use your card and then share it with friends and family, or order more from the Christian Life Commission by contacting charlotte.bumbulis@texasbaptists.org.

For additional information or to order your JUST ONE cards & video, contact charlotte.bumbulis@texasbaptists.org

GOOD NEWS GOODS

What if everytime we did something for ourselves,
we did something for someone else?



Live Catalog Market

What is a Live Catalog Market?

This is a shopping event, hosted at, and by your church, where church and community members can choose from a large display of Fair Trade products, place their orders, & have products shipped to their homes. Often this event happens on a Sunday after the morning service(s). This event allows your church members a convenient and fun way to positively impact the world with their spending.



How does it work?

- 1) Shopping at a Live Catalog Market vs. a Cash and Carry Market
 - a. Shoppers can see, feel, taste, and smell display items such as, chocolate, olive oil, tea, coffee, cards, journals, stationary, soaps, lotions, purses, bags, hats, scarves, jewelry, kids & sports products, and house ware items.
 - b. About 140 display products (some products may change seasonally)
 - c. NO items will be purchased at the market and taken home except for the Good News Goods rice tote bags, which are not available online and can be purchased by cash or check at the market.
- 2) Shoppers will write down product codes from chosen items to their personal order forms and turn those order forms into volunteers when they have completed their shopping.
- 3) Volunteers will enter order form information into a website which will create an online shopping cart. (Software and training are provided by GNG consultant)
- 4) Within 24 hours, each shopper will receive an email with a personal message from the pastor encouraging them to complete their order as well as a link to their personal shopping cart. The link will take them to our supplier's website, where shoppers can add or delete products from their carts, complete their orders online, & have items shipped to their home address (Shipping takes about one week for online orders. Ordering by phone is an option, but the shipping process will take longer.)

Is there a fee?

Yes, **\$400 dollars**. This flat rate fee covers the cost of shipping & funds to replace any damaged or stolen display items.

What do we need to do to get started?

- Schedule a date with the Good News Goods consultant.
- Decide upon a central location to host the market
- Recruit a team of at least 10 volunteers to help with setting-up, running the market, breaking-down, and entering order forms.
 - A 30 minute volunteer training session will need to be scheduled prior to the market date.

What do we need to provide for our live catalog market? Good News Goods will provide planning materials, ship the live catalog items to your church, train volunteers, provide jewelry display and signage, and help with set up & facilitation, but the church is responsible for providing the following:

- 2 computers with internet access for entering orders (desktop or laptop)
- Eight to ten large tables & table clothes
- Various decorative items for display (hat stands, coat trees to hang bags & purses, various sized baskets, vases, mirrors, lights, candles, etc).

Can our church do a Live Catalog Market any time of year?

Yes, as long as the date is first approved with the Good News Goods consultant.

For additional information or to host a Live Catalog Market, contact charlotte.bumbulis@texasbaptists.org

GOOD NEWS GOODS

What if everytime we did something for ourselves,
we did something for someone else?



Trading Post

What is a Trading Post?

A Good News Goods Trading Post is an on-going commodity Kiosk held at your church and run by church volunteers at the time of your choosing. The main benefit is church and community members have constant access to Fair Trade products and can redirect some of their spending habits to support the working poor in the developing world.

Through www.goodnewsgoods.com, every church will be able to order & re-stock products, find resources for teaching/preaching, and find answers to common questions about this program.



What do we need to do to get started?

1. Read through this guide
2. Ask questions to see if this program is a fit for your church.
 - a. How will you fund this new ministry? (Missions Committee, WMU, designated budget item, etc.)
 - b. Are there leaders in your congregation or on the church staff who can commit to organizing & shepherding this ministry?
 - c. Do you have a good space in the church for a Trading Post to be displayed?
 - d. How will you manage sales?
3. Sign-up to start a trading post at www.goodnewsgoods.com

How much does it cost to get started?

The minimum start-up order is **\$500 dollars worth of product**. As you re-order products, the minimum order amount is \$350 but your order must be at least \$500 for your shipping to be free. On orders between \$350 & \$500, a \$15 shipping & handling fee will be added.

Volunteers:

The lead volunteer at the church will need to assemble a team to support this ministry (i.e. a Sunday School class, youth group, college ministry, children's ministry, or a mixture of members committed to this type of ministry).

The size of the volunteer team depends on the size of the church. However, it will need to be large enough to share the responsibility for set up and sales on the days you choose to sell.

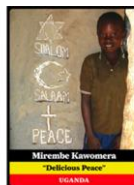
Space in the Church:

Locate a space in the church where your Good New Goods Trading Post can be set up with a good flow of traffic. The volunteer team and church staff will need to work out the best place to set up periodically to sell the products you have in stock. Most churches do not have a bookstore or coffee shop that would be set up for sales transactions.

If your church does have a bookstore or coffee shop that is set up for sales transactions you are conveniently positioned to simply add Good News Goods consumable, cosmetic and paper products to your current inventory.

What products will our church be selling?

Coffee, tea, sugar, rice, olive oil, chocolate, cosmetics, lotions, journals, greeting cards, stationary, all made by people employed and paid a fair wage by a missional business or a Fair Trade certified company.



Will the product selection be made for us?

The Good News Goods Consultant or Trade as One (the supplier) can create a package for you or you can work with them to customize your order.

Display: (An additional Set-Up page is available with more in-depth descriptions and photos)

This decision is left up to each church's discretion and creativity. Good News Goods will provide you with a start-up package that includes a table cloth with our logo, signage to display throughout your church, and promotional materials. If your church already runs a coffee shop or bookstore, simply add the fair trade items to your current display. However, if your church does not have a coffee shop or bookstore, here are few examples of how other churches set up their trading posts:

- ✓ Purchase a rolling kitchen island
- ✓ Contract a church or community member to build a rolling cart or wagon specifically for your church's needs
- ✓ Set up a table for product display

Will our church make a profit?

No. However, in addition to bringing stability and dignity to the developing world through fair employment, 10% of your church's purchases will go towards the Texas Baptist Offering for World Hunger relief and development ministries.

Will this affect our churches tax-exempt status in any way?

No.

Sales tax issues: (If you have further questions, a more in depth document is available for explanation purposes.)

As a courtesy, Trade as One will take care of filing and paying the sales tax to the state of Texas so the church doesn't have to comply with state sales tax laws. The sales tax will be included in the price the church pays when buying a stock of inventory, and the church is treated as a "pass-through" entity between Trade as One and the state of Texas. You will sell the item for the same amount the church purchased it from Trade as One, and then the church keeps the entire amount to refill stock.

What happens to the goods we do not sell?

Trade as One will work with each church to assist you in selling products, and exchanging products you cannot sell.

Do we need a cash register? Can we take credit cards?

The sales details are up to you!

Frequency of Sales:

The frequency of sales also depends on the size of your church, the size of your volunteer team, and the fervency of demand. We suggest you pick a recurring Sunday (i.e. every 3rd Sunday) to set out the Trading Post, display and sell product once a month. You will quickly learn if this is too often or not often enough.

How long is our commitment?

Your church is not bound to any length of commitment. As long as you want to continue to buy product and make fair trade a part of your congregation's experience, you are welcome to.

For additional information or to sign up to start a trading post, contact charlotte.bumbulis@texasbaptists.org

GOOD NEWS GOODS

What if everytime we did something for ourselves,
we did something for someone else?



Frequently Asked Questions

What is Fair Trade?

Fair Trade is an organized social movement and market-based approach to empowering developing country producers and promoting sustainability. The movement advocates the payment of a fair price to the producer as well as social and environmental standards in areas related to the production of a wide variety of goods.

How does a Good News Goods purchase benefit the Texas Baptist Offering for World Hunger?

Because of our partnership with Trade as One, 10% of the revenue created by Good News Goods purchases is deposited into the Texas Baptist Offering for World Hunger. This 10% is used to aid the World Hunger relief & development ministries in Texas, the United States, and internationally.

A Good News Goods purchase is an investment in job creation, sustainable development, and the restoration of dignity and security to women, men, and children in the developing world.

Buying Good News Goods is not the same as giving directly to the Hunger Offering, and is not meant to replace it, so please continue your regular donations.

Who is Trade as One? (tradeasone.com)

Trade as One is a Fair Trade company founded in 2006 by Nathan and Cath George. The mission of Trade as One is to equip American church members to use their spending power to help free captives, release the oppressed and bring good news to the poor.

Trade as One's core concern is using sustainable business to address the issue of global poverty. All manner of related abuses and misfortunes come from poverty — human trafficking, AIDS, commercial sexual exploitation, gender abuse, lack of medical care and access to education.

Trade as One sells Fair Trade products that come with meaning and stories behind them. It uses spending power rather than donations as the means to bring jobs to the poorest of the poor by offering products that U.S. consumer's need or want. The products are all of extremely high quality (many of which are hand-made from recycled materials), and made by innovative socially responsible organizations in the developing world.

Is Trade as One a non-profit or for-profit business?

After a lot of careful consideration, Trade as One decided that a **fair, for-profit business** was the best and fastest way to do the most good in the world.

Fair Trade is built on the premise that as you move from immediate relief into sustainable development, enterprise rather than charity is the way to break cycles of poverty and dependency. For such enterprises, there are many pros and cons to both for- and not-for profit structures, and there are Fair Trade companies on either side of the fence.

What is Trade as One's profit margin?

While the margin Trade as One makes varies considerably depending on the type of product, how much it costs to get it from overseas to the US, etc, they try to ensure that on average their **gross margin is around 45 percent, leaving 55 percent of the retail dollar going to their suppliers.** This margin was reached through a combination of market research and fervent prayer, and allows them to pass as much as they can back to the producers while still growing and expanding the good they do all over the world. **The 10% that Trade as One deposits into the Texas Baptist Offering for World Hunger is taken from the 45 percent gross margin, which Good News Goods helps to create through events, Trading Posts, and online purchasing.**

What about money changing in the temple?

By bringing our spending in a small way into our churches, we very visibly state that even our spending is a discipleship issue — particularly when so many of our purchases actually hurt the people God loves - the poor, the marginalized and those excluded from the global economic system. By purchasing products that benefit the poor, we are saying that we stand in solidarity with them.

Contrast this with the scandalously usurious way in which the money changers in Jesus' day were using commerce in the temple to exclude the poor from gaining access to spiritual health. By driving them out, he invited the poor in.

We believe that by diverting some of our existing spending from large corporations into job creation for the poorest and most desperate people in the developing world, we invite them into the life of our church. Such purchases are not only acceptable within the four walls of the church, but there is no more appropriate place for them to take place.

Are all of your suppliers Christian ministries?

Most of our partner organizations are in fact Christian, but not necessarily all. We believe that Jesus very often met people at their point of need before he invited them to follow him and change the way they lived. Not everyone whom Jesus helped did what he said was required of them. This did not prevent Him from being inclusive and expansive in meeting people's needs as he came across them.

Following Jesus in this regard, we work with missional organizations that create jobs among our target groups, that create beautiful and useful products, and that conform to the principles of fair trade.