

# WHAT WOULD JESUS BUY?

## Resource Guide

*"We don't have all the answers, but I think we have the questions." Reverend Billy*

Guide Overview: *What Would Jesus Buy?* is a documentary film that examines the commercialization of Christmas. *WWJB?* challenges us to examine **why** we buy so much, **where** we buy, and **how** we buy all in an effort to identify **what** we can do about it to transform our habits and communities... not just during Christmas, but year-round.

### Let's Start With The Basics:

*Examine why you buy the things you do – and ask yourself do I really need this? Do I have something like it? Where am I going to store it?*

1. Learn and live by a simple motto: **The 3 R's** –

**Reduce:** Reducing the amount of waste you produce is the best way to help the environment

**Reuse:** Instead of throwing things away, try to find ways to use them again!

**Recycle:** Consuming less means you're using what you have already and actively recycling!

### Further Questions

- What could you do with the extra money you save by curbing your shopping?
- Can you name products in your home that you could start use again instead of buying new?
- What about making your gifts? What could you make as a unique gift?

### Web Resources

[www.buylesscrap.org](http://www.buylesscrap.org)

### Where Do You Consume?

*Why should I support local merchants versus big-box stores and franchises? How can I find out about companies that participate in fair labor and trade practices and how can I participate?*

1. Buying local means you're supporting your local economy.
2. Look for products that are "Fair Trade Certified." The label means they pay their workers a reasonable wage and don't participate in child labor.
3. The corporations want us to have experiences only through their products. Our neighborhoods, "commons" places like stoops and parks and streets and libraries, are disappearing into the world of big boxes and chain stores.

### Further Questions

- Can you name your favorite local stores?
- Is it possible to not shop for one week?
- How are big-box stores same and different from local stores?

### Web Resources

[www.globalexchange.org](http://www.globalexchange.org)

[www.coopamerica.org](http://www.coopamerica.org)

[www.sweatfree.org](http://www.sweatfree.org)

### How Do You Consume?

*How can I be more aware of what I purchase and how it effects the environment around me?*

1. Determine your carbon footprint. Your carbon footprint is the direct effect your actions and lifestyle have on the environment in terms of carbon dioxide emissions. Go to [www.nativeenergy.com](http://www.nativeenergy.com).
2. Look at the label, where and how is your product made? Green goods are more available today from paper towels and cleaning products to clothing and housing materials.
3. Find company websites and read about where and how products are made.

### **Further Questions**

- What can you do to reduce your carbon footprint?
- What are you currently recycling?
- Are there local businesses committed to going and being green?

### **Web Resources**

[www.treehugger.com/gogreen.php](http://www.treehugger.com/gogreen.php)  
[www.nrdc.org](http://www.nrdc.org)  
[www.thedailygreen.com](http://www.thedailygreen.com)  
[www.nativeenergy.com](http://www.nativeenergy.com)

### **What Can We Do About It?**

*Where do I start? What can I do in the first week, month, year?*

1. Beginning is important. Decide where you want to start.
2. Change your lightbulbs, reduce your heat/air conditioning consumption, and buy fresh foods.
3. Find other people and groups that are working toward the same ends. See what you can do together.
4. Go to [www.revbilly.com](http://www.revbilly.com) and see how you can get involved in rallies and boycotts.
5. Drive less, walk more.
6. Commit to only buying products that are made in America.