



**FAIR TRADE
CAMPAIGNS**

EVENT IDEAS & PROMOTION

Hosting and Promoting Fun and
Fact-Filled Events

PLANNING YOUR EVENT

Fun, Educational Event Ideas

Food and drink-based events:

- **Fair Trade wine, coffee, or tea tasting:** Set up a tasting booth at your local farmers' market. Check out this piece from Fair Trade America on [how to host a Fair Trade coffee cupping](#), or this guide for hosting a [tour of local Fair Trade coffee shops](#).
- **Fair Trade banana recipe contest:** Guests can make their favorite cream pies, breads, bananas foster, and other banana dishes using Fair Trade certified bananas!

Movie-based events:

- **Film screenings:** Organize a screening of *The Dark Side of Chocolate*, *Fair Trade: The Story*, or another Fair Trade-themed documentary. See our complete [Fair Trade Films list](#) for more movie ideas!

Other events:

- Host a Fair Trade craft sale or a [Fair Trade Fashion Show](#)
- Tie-dye Fair Trade t-shirts
- Organize a soccer game using Fair Trade soccer balls
- Offer Fair Trade workshops in your local library or community center

Want more ideas? Fair Trade Campaigns has dozens of presentations, fact sheets, and other resources that will help you make your event a success! [Click here](#) for more information.

Tips for Hosting Successful Events

- **Set a convenient date and time.** Most people work until at least 5:00pm Monday through Friday, so make sure that your weekday events start no earlier than 6:00pm. Host events on the weekends if at all possible.
- **Work creatively around holidays.** Host events that connect to upcoming holidays. Examples include:
 - **Halloween:** Host a Fair Trade chocolate tasting, organize a reverse Trick-or-Treating event to hand out Fair Trade sweets, or screen *The Dark Side of Chocolate*.
 - **Christmas:** Organize a Fair Trade cookie exchange or a marketplace with Fair Trade crafts.
 - **Easter:** Plan a Fair Trade Easter egg hunt, using Fair Trade candy in the eggs.
 - **Earth Day:** Set up a booth at a local Earth Day festival and celebrate [Fair Trade's impact on environmental sustainability](#).
 - **Valentine's Day:** Send valentines to farmers, host a Fair Trade chocolate tasting, or sell Fair Trade roses.



PROMOTING YOUR EVENT

Using Facebook

- **Send targeted invitations.** Send invitations to the people you think will be interested: college students, town leaders, people you know to be very involved in the local community, and so on. In your event description, ask attendees to share this event with their friends.
- **Keep your event reminders to a minimum.** Message your “attending” list no more than once or twice to remind them to come.
 - Instead, **create a post** highlighting the event to invite/remind people to come.
- **Contact the administrators of other relevant pages** (either via Facebook message, email, or some other platform) to ask them to share your event. You have to do this from your personal account. Try social justice groups, local community pages, etc.
- **Tag Fair Trade Campaigns in your posts.** Type @Fair Trade Campaigns into your post so we’ll be sure to see your event announcement.
- **Make sure you’re active on your event page.** Respond when people ask questions or comment about your event and see who is talking about your event.
- **Don’t just post the event details.** As you continue to share information about your event leading up to the big day, use calls to action, quotes, pictures, and sharable content to excite your followers.
- **During the event:** Post pictures to your campaign page as the event is happening. This is a way for people who aren’t there to virtually attend the event.
- **After the event:** Make a photo album with photos from the event. Thank all your guests and anybody who helped make the event successful.

Using Twitter

- **Incorporate event promotion** into your regular Twitter content. Don’t flood your followers with the same request to attend your event, just mention it sporadically in between your other posts.
- **Twitter is conversational**, so ask questions and have fun. Sample tweets could be: “World #FairTrade Day is 4 days away! Hit up our event on Saturday for free #chocolate, #coffee & baked goods. [Event Link]” or “Have you ever baked with #FairTrade products? Head to our event this Sat at Noon [Event Link] and check out what’s available. #BakeFair”



- **Live tweet your event.** Tweet fun facts, photos, and conversations people are having so those who couldn't attend can follow along.
- **Use hashtags.** Hashtags are a way to track conversations on Twitter. Create a unique hashtag for your event, and ask attendees to use it when they talk about the event on Twitter. And don't forget to tag **#FTCampaigns** so we can see what you're up to!

Local Media Outreach

Get your local press and influential community members involved.

- **Newspapers:** Make sure to include weekly and issue based publications, plus newsletters and community event calendars in your outreach. Have information (when, where, why) about the event available when you first make contact. Feel free to use our [Community Event Press Release template](#).
- **Bloggers:** Try search terms like "[town name] local food blog" and "[town name] social justice blog." Send a brief email explaining what the event is, why it's worth attending, and how much you would value the attendance of the given blogger. Offer them a gift bag, free attendance and/or a shout out.
- **Community Boards:** Many communities share information about important events through online boards and bulletin boards around town. Make sure you get on their radar!
- **Partner with Local Non-Profits & Clubs:** If a group can't help out financially then ask how they can help publicize the event with their members and through their own communication channels. Sponsorship does not always have to be in the form of products and money.
- **Incentives:** Have giveaway materials such as t-shirts, stickers, Fair Trade chocolate, etc. Offer to give media contacts (especially the bloggers) some to share with their readers and fans.

