



Back to School Photo Contest

Kick the year off with a bang and energize your campaign – join us from **August 25th to September 12th** for a photo scavenger hunt!

This Year's Theme: Chocolate

In the cocoa industry child labor, low prices paid to farmers, and limited oversight has led to serious humanitarian and environmental concerns. Fortunately Fair Trade cocoa standards support producers and the environment – **we** can help bring about change!

Get the facts – click [here](#) for a Fair Trade Cocoa 101

The Contest

Take fun and engaging photos of people finding chocolate on campus up until **September 12th** for a chance to win chocolate for a campus-wide event. When you find Fair Trade chocolate, hold up the [green checkmark sign](#) (example below), take a photo, post to social media, and celebrate! If the chocolate isn't Fair Trade, then hold use the red cut-out with an "X".

How to Enter

Your campaign has from **August 25th until September 12th** to submit photos using the appropriate hashtags to Twitter, Instagram, and Pinterest. Here's how:

1. **Take photos** Have friends, professors, club members, anyone, and everyone, take pictures of themselves finding chocolate on campus and holding the cut-outs.
2. **Post & Tag** photos to social media ([Twitter](#), [Instagram](#), [Pinterest](#)) using the [#FairChocolate](#) hashtag
3. **Caption** photos with your Campaign name (example to the right)
4. **Win** awesome prizes! Winners will be announced by September 19th.



Grand Prize

- **A Guittard Chocolate Baking Kit for your dream event!**
...to the campaign that captures the most people in their submitted photos. Heads up: that's enough Fair Trade chocolate to bake over **600 brownies!**

Rules

- Tag all photo entries with the **#FairChocolate** hashtag
- Tag [@FTCampaigns](#) in your photos
- Pose with the appropriate [cut-out](#) (the checkmark for Fair Trade chocolate, X for non-Fair Trade chocolate)
- Caption photos with your campaign name
- Post all photos by **September 12th**

Bonus: You can also take and include photos from Orientation – a great way to recruit members for your campaign!

How do you know it's Fair Trade Chocolate?

It's Simple! Look for one of these logos:



Five Quick Tips

1. **Host a Selfie Exchange:** Incentivize your campus' participation by offering to trade a piece of Fair Trade chocolate for photo evidence. Make sure they're posing with the right prop and chocolate.
2. **Set up in High-Traffic Areas:** Set up a table with samples, a photo booth, and draw attention in a creative fashion
3. **Partner with existing events:** research what's happening on campus and offer to help organize/boost attendance in exchange for incorporation into their event. Or prep and show up outside!
4. **Expand your Scope:** Connect with and involve your favorite staff, faculty, administration, and food service providers to allow them an easy way to get involved with Fair Trade. This is a great way to begin building those important relationships!
5. **Cal Lutheran Case Study:** Students at Cal Lutheran were able to get over 650 people to participate in their efforts last year – read about their tips and tricks... [\(Click Here\)](#)



Did you know?

Less than 5% of the world's cocoa is Fair Trade?

An estimated 1,817,278 children work on cocoa farms

Fair Trade certifies over 42,000 cocoa farmers

Get more facts – Click [here](#) for a Fair Trade Cocoa 101

Resources

Tabling: Use these resources to distribute at events or display on tables.

- [Fair Trade Cocoa 101](#)
- [Fast Cocoa Facts Quarter Sheets](#)
- [Link to the Prop Cut-Outs](#)

Ally Resources: Take your efforts a step further with guides, fact sheets, and petitions created by organizations that have their own cocoa campaigns.

- **Global Exchange**
 - [Fair Trade Chocolate Book](#)
 - [The Dark Side of Chocolate Documentary](#)
 - [Hershey: Raise the Bar on Chocolate](#)
 - [World's Finest Chocolate Campaign](#)
 - [Ghirardelli: Is it Fair or Not?](#)
- **Catholic Relief Services**
 - [Chocolate Project Lesson Plans](#)
 - [Fair Trade Chocolate Overview](#)
- **Green America**
 - [Fair Trade Cocoa](#)
 - [Godiva Petition](#)
- **Make Chocolate Fair**
 - [Factsheet and petition](#)



Looking for a high-res version of the Fair/Not Fair Cut-outs? [Click here](#)

Background Information on the Cocoa Industry and Fair Trade: This general information provides a background on the cocoa industry.

- [Cocoa Barometer](#)
- [Stop the Traffik resources](#)

FREE Fair Trade Chocolate!

First come, first serve. Participating campaigns will receive roughly **100 chocolate samples** from [Divine Chocolate USA](#) and [Equal Exchange](#). Simply email Parker Townley that your campaign is committed to participating: ptownley@fairtradeusa.org

Provide us with a date and address and we'll send out the chocolate!

Presentation Resources: These resources will help guide presentations you give on cocoa.

- [Cocoa PowerPoint](#)

Other: More general information.

- How to: [Create a Facebook/Twitter Page](#)
- Help your university officially commit to purchasing Fair Trade Cocoa: [click here](#)
- Partner Blogs (coming soon!)