



Post-Declaration Toolkit

Keeping the Momentum Year After Year!

You are officially a Fair Trade School, congratulations! Now it is time to celebrate and broadcast your accomplishments, as well as set new goals for your campaign. These next steps will ensure that your campaign continues to increase its positive impact on Fair Trade farmers, artisans, and workers across the globe. Take a look at this resource - we think it has just what you need to continue momentum!

Get Some Love from the Media

The community wants to hear about your great work – in fact we think you'll inspire some folks to start their own campaign! Coordinate with the appropriate person at your school to get a press release published announcing your declaration. If you are a student, ask a teacher or staff member that is advising your campaign who manages public relations for your school. Then, work with them using the Template Press Release [linked here](#).

Some ideas of where to publicize:

- School and District website, newsletter, blog, and social media channels
- Newsletter, blog, website, and social media channels of any network your school is a member of (Diocese, Farm to School, Sisters of Notre Dame, etc)
- Local newspaper, radio, and TV

Answering Inquiries from other Schools – Help Us Grow the Movement!

As students, teachers and parents in the community learn about your work, some will naturally want to know how they can start their own campaign. While our hope is that you can provide guidance through the process, we highly recommend you send them a quick email cc'ing the National Organizer, Suzi Hiza (suzi@fairtradecampaigns.org) as it is important for them to understand the program and support systems available. Feel free to use the template email below and don't forget to cc Suzi!

Keeping Momentum – Tracks for Continuing Your Impact

Our work as advocates is never done! Here are suggestions for your campaign to keep the Fair Trade spirit alive.

1. Mentor another school in your town.
 - a. Talk to a friend, sibling, former colleague, or neighbor – inspire them to start a campaign in another school.

- b. Work with a club or classroom teacher at a different school in your district or network to make a presentation about Fair Trade.
 - c. Reach out to an old teacher from your previous school and set up a presentation in their classroom.
2. Start a Fair Trade Town Campaign. Learn more [here!](#)
 3. Raise money for a trip to visit Fair Trade farmers and artisans. Contact Suzi and she'll give you some ideas!
 4. Add more Fair Trade products, such as sports balls, concessions at games, school fundraisers, etc.
 5. Work with teachers to incorporate Fair Trade in curriculum. There are so many angles with which you can talk about Fair Trade – human trafficking, economics, environmental sustainability, social justice, etc. Don't settle for one or two classes!
 6. Invite local businesses and community organizations involved in Fair Trade to speak at assemblies or in classrooms.

Resources

- [Template Declaration Press Release](#)
- [Becoming a Fair Trade Town](#)
- [Fair Trade Curriculum Ideas](#)
- [Fundraising with Fair Trade](#)
- Template Email (below)

Dear _____,

Thank you so much for reaching out to us about our Fair Trade School campaign!

We have been working closely with national staff at Fair Trade Campaigns and I would like to put you in touch with them. Suzi (suzi@fairtradecampaigns.org), who is cc'd here, is the National Organizer for Fair Trade Schools and will reach out as soon as possible to talk about the fun program and opportunities.

In the meantime, feel free to visit the Fair Trade Campaigns website (www.FairTradeCampaigns.org) and learn more about what it takes to become a Fair Trade School.

This campaign has been very meaningful for all those involved and we are happy to speak with you about it.

Best of luck!