



**FAIR TRADE
CAMPAIGNS**

Fair Trade Schools

Tips and Case Studies

Use these resources to guide your efforts for meeting the three goals needed to earn Fair Trade designation.

Fair Trade Schools – General Resources

Fair Trade Schools: An Overview (click to open)

Want to know what it means to be a Fair Trade School, and what it takes to achieve designation? Start here!

Fair Trade Curriculum – K-12 (click to open)

Looking for ways to bring Fair Trade into your classroom? We've rounded up a few lesson plans and activities from great organizations like Equal Exchange, Heifer International and more!

Fundraising with Fair Trade (click to open)

From events to grants, find out how you can secure funding for your campaign.

Event Ideas & Promotion (click to open)

There are lots of ways to bring Fair Trade to your school. Learn how to host and promote fun and informative events.

Goal 1 – Build Your Team

The Community School – Sun Valley, ID

We had a small team when the club started, but it's really grown to encompass many more people from a variety of grade levels. There was an especially strong interest from the freshmen who basically came up with the idea of **getting us connected on social media sites. We used both Instagram and Facebook** (with better returns on Instagram), but it's been nice to have both. We also have a **faculty advisor** that has been really helpful when it comes to tasks like speaking with our local markets.

We've also had success working with other programs on campus. **We partnered with our environmental club** before our winter formal dance as they made corsages and boutonnieres as a fundraiser. By working with them, they chose to use Fair Trade flowers in the process, and were really pleased with the result.

Media Elementary School – Media, PA

As we are an elementary school, **our committee consists of a teacher and several parents with students joining in as well.** We met over the summer to plan for the school year, and we now meet on the first Thursday of every month. We officially became a sub-committee of the Parent-Teacher Group (PTG) to ensure we collaborate and join forces with other parents and teachers that are not members of our committee but can help with our mission. **We also work in close partnership with the Media Fair Trade committee in Media, PA.**

Phillips Exeter Academy – Exeter, NH

We set up our team so that **members felt responsible to their rolls** – held students accountable for their actions or inactions to add value and meaning to what they do. Adding incentives to reward their hard work is also a good idea (student socials, pizza or Fair Trade cookies are always appreciated).

Last spring, we invited the owner of a Fair Trade store in Exeter to our meeting. She inspired many members with the story of how and why she is involved in Fair trade. It was great to see that **someone close by in our own community was able to educate people about Fair Trade** and make a living while abiding by her values. Also, her store doesn't sell food like we do, but rather clothing and accessories. Her visit incited us to look into expanding our own product selection. We have remained in contact with her since and she has been **a great resource within the community** for advice.



Teaneck High School – Teaneck, NJ

Our Facebook page, [Fair Trade THS](#), is a great source of information for our school and local community. We are able to promote opportunities to buy Fair Trade, like at a small business nearby or when Whole Foods has a sale on Fair Trade products. **We also publicize our activities and events beyond the school building.**

Members know that if they don't attend a meeting or forget to go sell when they are scheduled to do so, there will be repercussions on the club. They feel responsible and attached to their role. Roles within the club include club head, scheduling, budget, human resources, marketing and events. Their roles are not meant to be limiting or to create a hierarchy – **we all meet together and help each other within the club**, but they do offer structure and give members a sense of responsibility.

Making sure to gather students from different grades is very important – it provides varying perspectives and also helps ensure longevity. Try to reach out to parents of student members of the Steering Committee; they may serve as a resource.

Goal 2 – Commit to Fair Trade Education & Events

The Community School – Sun Valley, ID

One event that we hosted, which was really successful, was **free chocolate during finals week**. We spent much of the money we raised through the bake sales to order a lot of small chocolates to put around class areas and in the teachers' lounge during the week.

Media Elementary School – Media, PA

We had a local Fair Trade advocate and business owner talk to teachers during a staff meeting and **introduced them to the concept of Fair Trade**. He also talked about different ways in which Fair Trade can be incorporated in the curriculum.

Phillips Exeter Academy – Exeter, NH

Since last year, we have had two educational events, one regarding **the benefits of Fair Trade for women** and another on the **benefits of Fair Trade for communities**. Both had posters with information. This year, we handed out a strip of paper with facts about Fair Trade that we gave to all of our customers. **The best medium for education in our opinion is through selling** because we talk about Fair Trade to all our new and returning customers when they visit our stand.



Teaneck High School – Teaneck, NJ

Many teachers are happy to **adopt Fair Trade activities** to their own curricula if they have a clear focus/objective and easy to use materials. Students will be more likely to get involved if they see results. **Publicize your events and activities, no matter how small.** Send emails to local media outlets that update what you're doing. Reach out to your school district's webmaster and ask for updates to be put on the homepage. Maybe Fair Trade can even have its own link or banner. Local families can "sponsor a lesson" by contributing the goods necessary (like donating Fair Trade chocolate chips for a baking lesson).

The activities that were most successful were those that helped expose students to opportunities to make independent, responsible choices with their dollars. It is **empowering for students to see they can make an impact on the world** with their own actions. We also showed off our creative talents by making student-produced handouts/info cards that were informative and attractive.

Goal 3 – Source Fair Trade Products

The Community School – Sun Valley, ID

We had a **baked goods and coffee sale before school and at lunch** where we raised a decent amount of money, and people were really happy with it all. It also helped to show people what ingredients in

the baked goods were Fair Trade, and that you can find Fair Trade coffee at our local grocery store. From there we basically became the school's go-to club whenever there was an event where they wished to provide food.

Media Elementary School – Media, PA

For the past two school years, a big "**Fair Trade, Gardening and Sustainability**" basket was offered as a prize during our annual Skate Party and Basket Raffle fundraiser in April. The basket was put together each year with donations of Fair Trade items by parents. Items included

Fair Trade coffee, tea, chocolate bars, handmade crafts and baskets, Fair Trade literature, and gift cards to local Fair Trade stores.

Our principal has approved an idea that will allow us to **permanently place a Fair Trade basket or kiosk in the main school office.** This project is currently in progress and we hope to have the kiosk set up soon. We will start offering chocolate minis, vanilla lip balms, and bags of coffee.

Discussions are in progress to explore ways in which we could **make a Fair Trade choice available for our spirit wear and in our cafeteria**. We have also contacted the chairs of all our Parent/Teacher Group events and fundraisers for them to know that now **Fair Trade items are available for their events**. For instance, we plan to make a switch to Fair Trade coffee for our Moms and Muffins event in March. **We are excited about all the changes that are happening in our school** and we will continue to show our commitment to the Fair Trade cause.



Mercy Vocational High School – Philadelphia, PA

Our Fair Trade group hosts "**Fair Trade Fridays**," where they sell Fair Trade chocolate and coffee. It is a great way to engage the rest of the school.

Phillips Exeter Academy – Exeter, NH

The students organize sales of Fair Trade products every two weeks. They also sell Fair Trade products at events - this could be helpful for schools unable to bring Fair Trade into their cafeterias right away. **If Fair Trade can be sold at sporting events, plays, etc.** as baked goods or refreshments, it can help to get around potential challenges with food service providers.

Teaneck High School – Teaneck, NJ

Students loved baking and sharing **cookies made with Fair Trade chocolate chips** in our Chefs class. They learned about cocoa cooperatives and helped raise awareness as they distributed the cookies to teachers and students.