

HOW TO HOST A FAIR TRADE COMMUNITY EVENT BEST PRACTICES

1. **Work with what's already there.** Begin planning 6 months in advance. Look for existing events, presentations, festivals where a crowd will already be present. See how you can participate or partner with them. Be *inclusive* rather than *exclusive*. Look for win-win situations. Example: Buy Local. Buy Fair.
2. **Reach out to others to join and participate.** Think about a movie screening, product demos (venders and tabling), guest speakers, music. Appeal to the senses: taste, feel, hear, see, do
3. **Raise money:** charge for tabling spaces, secure event sponsors, offer raffles or silent auctions of donated goods, sell goods.
4. **Be generous:** have the event be valuable but accessible: create an entrance fee with free tickets and cross-promote with others in the community (ie have free tickets at all of the store counters). Also waive the fee if folks can explain what Fair trade is, bring a donation for the food shelf, etc. The goal is not to charge the fee (suggested \$5) but to make the people realize the value of what they are participating in.
5. **Find volunteers:** work with a local school, college or club to have young folks help out planning and putting together the event – hang up flyers, set up, promote, etc.
6. **Have a budget:** include costs for flyers, rentals, advertising, and supplies.
7. **Advertise!** Run ads in the paper, use social media, set up a FB site, a web site, a newsletter, cross promote with others, have flyers around town and in stores, send out press releases, get listed in calendar events in the news. Be visible. Plan for publicity one month before the event.
8. **Have a calendar of events within your event:** speakers, fashion shows, live demos, a community art project, individual activities
9. **Have a call to action:** sign a petition or sign up for a future workshop, commitment, club, etc.
10. **Have a post event press release about the success of the event:** send out thank yous and surveys to participants. Follow up with call to action.

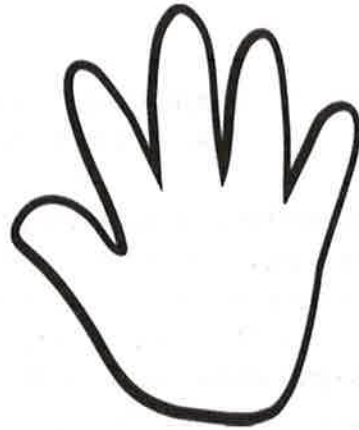
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HOW DO YOU KNOW?

Creating a short "Back packet" survey.

WHO – WHAT – WHEN – WHERE – WHY – HOW





Who will engage with your product/service?

What is the benefit they will receive?

When can this happen?

Where will this take place?

Why are you doing this? What is the intended benefit?

How will you do this? How is the product/service being accessed?