



**FAIR TRADE
CAMPAIGNS**

Do Your Dollars Do More? Make Sure This Fair Trade Month!

Join the campaign October 6th-31st to highlight Sodexo's Fair Trade offerings and give students and staff a chance to win a \$250 gift card to Costco, Walmart, Whole Foods, or Target!

This year, to celebrate Fair Trade Month in October, Fair Trade USA and Fair Trade Campaigns are running the "Do Your Dollars Do More?" giveaway, to highlight and celebrate Fair Trade products. The giveaway will run October 6th-31st and four lucky people will win a \$250 gift card to Costco, Walmart, Whole Foods, or Target! We're encouraging Sodexo account managers to leverage the campaign to highlight the Fair Trade Certified product offerings on your campus, especially Aspetto brand coffee and tea.

How to Participate:

- Between October 6th and October 31st, encourage students and staff on your campus to head to your campus dining hall, bookstore, café and markets to find Fair Trade Certified products, taking necessary COVID-19 precautions.
- **Snap a photo (or video! *) and post to social media (Facebook or Instagram only)** with a caption including the tags for your campus dining, @sodexonorthamerica and @fairtradecertified as well as the hashtag #MyDollarsDoMore.
 - **EX:** #MyDollarsDoMore at @[TAG CAMPUS DINING HERE], @sodexonorthamerica, @fairtradecertified
 - **EX:** Thanks @[TAG CAMPUS DINING HERE] for making sure my #MyDollarsDoMore @sodexonorthamerica, @fairtradecertified

Examples:



Questions? Contact Fair Trade Campaigns Senior Manager Kylie Nealis (kylie@fairtradecampaigns.org)