



# Fair Trade Month

## (Sep 25 – Oct 31) | Campaigner Resource Kit

This Fair Trade Month, Fair Trade USA™ is excited to be building on the \$1 billion of collective impact delivered to farmers, workers, and fishers across the globe over their 25-year history. We're excited to support your Fair Trade Month marketing efforts and your commitment to fair trade advocacy by offering customizable content for your social media, tabling events, newsletters, emails, and more.

Educate your community on fair trade, tell them where to find Fair Trade Certified™ products on campus, and highlight your campaign's advocacy efforts!

- Suggested Post Dates: **September 25 – October 31**
- Remember to tag **@fairtrade-certified** on Instagram and Facebook (**@fairtrade-cert** on Twitter) and **@ftcampaigns** on all social media platforms
- Use **#PurchaseWithPurpose**, **#BuildingOnABillion**



# Messaging Guide

Below please find copy that you can utilize for your communications.

## 1. We're delivering major impact with fair trade.

This Fair Trade Month we are celebrating being part of the fair trade movement where our collective impact is now building on one billion dollars of impact. The key to our impact? Shoppers who choose Fair Trade Certified products and advocates who spread the message of fair trade far and wide. We couldn't improve lives and protect the planet without your help.

## 2. When customers choose Fair Trade Certified, they purchase with purpose.

When you #PurchaseWithPurpose, you are contributing to making a positive impact on the communities and environment where Fair Trade Certified products are sourced.

## 3. Fair Trade is good for planet and people.

We know that sustainability and ethical consumption are important to you – that is clear from your fair trade campaigning efforts. Your commitment to making a positive impact inspires us to continue promoting fair trade principles and fostering a more sustainable future for all. Together, we can create meaningful change and build a better world.





# Messaging Guide

## Fair Trade Month suggested copy for social media post:

- Your support of our Fair Trade Campaign speaks volumes about your dedication to making a positive impact. Together, we have the power to create meaningful change and shape a better world. This Fair Trade Month, don't forget to #PurchaseWithPurpose to help increase global impact and keep #BuildingOnABillion
- If you thought \$1 Billion in collective impact in 25 years through @fairtradecertified is impressive... Then just wait and see what the next 25 years will create! #PurchaseWithPurpose this Fair Trade Month by seeking the Fair Trade Certified™ label and be a part of the ongoing journey to improve lives and protect the planet.
- For designated Campaigns:
  - Did you know that [campaign name] is a Fair Trade [Campaign Type]? Through @fairtradecertified's grassroots advocacy program, @ftcampaigns, we've had the opportunity to educate the community on the importance of fair trade and conscious consumerism. This Fair Trade Month, we encourage you to #PurchaseWithPurpose by choosing Fair Trade Certified™ the next time you head to [grocery store, dining hall, campus center, etc.] to keep #BuildingOnABillion. That's right, Fair Trade Certified's impact continues to grow to the tune of over ONE BILLION DOLLARS! We're so proud to me part of a movement that improves lives and protects the planet.



# Messaging Guide

## National & International Coffee Day (October 1<sup>st</sup>) suggested copy for social media post:

- We're kicking off Fair Trade Month with @fairtradecertified by celebrating International Coffee Day! Bringing fair trade to coffee farms, supply chains, roasters, brands, and brewers has been critical to generating over \$1 billion of impact. This Fair Trade Month (and every month) is an amazing time to switch your morning coffee to Fair Trade Certified! Head to [grocery store, dining hall, campus center, etc.] to grab a cup of fair trade coffee and know that you are helping to improve lives and protect the planet. #PurchaseWithPurpose #BuildingOnABillion



# Graphic Assets



**Happy  
Fair  
Trade  
Month!**

- [Curated Photo Library](#)
- [Fair Trade USA Photo Library](#) for full suite of images
- Visual assets to highlight your Fair Trade Campaign and/or the availability of Fair Trade Certified Products:
  - [Download the ready-to-post assets](#) for social media:
    - IG Post / Facebook Post
    - IG Story
    - Twitter Post / LinkedIn Post
  - Customizable Canva templates for social media:
    - [IG Post / Facebook Post](#)
    - [IG Story](#)
    - [Twitter Post / LinkedIn Post](#)
- Use our stickers on your Instagram stories!
  - Upload your IG story and tap the sticker icon
  - Search for “@FairTradeCertified” and add as many stickers as you want or [download our stickers](#) and upload them directly to your story.

## Reminder:

Fair Trade Campaigns is a program of Fair Trade Certified / Fair Trade USA. Please be sure to include the proper logo (below) on graphics for Fair Trade Month communications and tag [@fairtrade-certified](#) on Instagram and Facebook ([@fairtrade-cert](#) on Twitter) and [@ftcampaigns](#) on all social media platforms

