



# Fair Trade Finals

(Finals Week) | Campaigner Resource Kit

We're excited to support your Fair Trade Finals events by offering customizable content for your social media, tabling events, newsletters, and more. Educate your community on fair trade, tell them where to find Fair Trade Certified™ products on campus, and give your campus a much needed energy boost during finals week!

- Tag [@fairtradecertified](https://www.instagram.com/fairtradecertified) and [@ftcampaigns](https://www.instagram.com/ftcampaigns) on Instagram
- Use #FairTradeFinals and #EmpoweringThroughEducation





## Partner with Dining

Team up with dining services to help reach a larger audience.

- Does your dining hall already organize study breaks, midnight breakfasts, or other special events during finals week? Find out how you can add a fair trade flair to those existing events through signage, tabling, and other activities.
- If campus dining doesn't have any events planned, offer to organize something together or ask if they can support your tabling event by providing extra fair trade coffee and tea.

# Hold a Raffle

- Connect with dining services and the bookstore to make a goodie basket of fair trade items to raffle off at a tabling event!
- Holding a raffle at your event can help draw more attendees, and gives you an opportunity to collect emails or grow your group's social media following.
- Never organized a raffle before? Check out this handy resource on [how to run a successful raffle](#).





## Partner with an Existing Event

In the lead up to finals week, numerous groups on campus will host events to prepare and rejuvenate the community.

- Gauge the landscape and offer to ‘fair trade’ another group’s event by sharing resources and samples.
- Reach out to other clubs and departments to see if you can set up, sample, and promote fair trade to a new audience. Don’t forget to follow up afterwards to continue building the partnership!

# Social Media Assets

- [Fair Trade USA Photo Library](#) for public use images
- Visual assets to promote your Fair Trade Finals Event:
  - [Download ready-to-post assets](#) for Instagram, Facebook, and Instagram Stories
  - Customizable Canva templates for social media:
    - [IG Post / Facebook Post](#)
    - [IG Story](#)

## Reminders:



Fair Trade Campaigns is a program of Fair Trade Certified / Fair Trade USA™. Please include the proper logos (above) on graphics for Fair Trade Finals posts and promotions.

Remember to tag [@fairtradecertified](#) and [@ftcampaigns!](#)



Join our Fair Trade  
Finals Event!

When/Where

#FairTradeFinals