



Fair Trade Month Fair for All

(Sep 23 – Oct 31) | Campaigner Resource Kit

Fair Trade Month celebrates our collective action to improve lives, protect the planet, and create a more equitable world. In our 25-year history, we have served over 1.6 million Fair Trade Certified producers around the globe. Now, we're accelerating our impact by bringing Fair Trade to more communities.

We believe everyone should be treated with dignity and have an opportunity to prosper. Join us in sharing how you're contributing to a future that's Fair for All. Let's foster inclusivity by lifting-up the diverse voices and faces of the movement and showcasing the universal benefits of Fair Trade! **Every voice and every choice for Fair Trade, is one step closer to a future that's Fair for All.**

We're here to support your Fair Trade Month efforts with customizable content for your website, banners, social media, emails, and more.

- Suggested Post Dates: **September 23 – October 31**
- Remember to tag **@fairtrade certified** and **@ftcampaigns** on Instagram & Facebook
- Use **#PurchaseWithPurpose**, **#LookForTheLabel**, **#FairForAll**



**Improving lives,
protecting the planet.**

#PurchaseWithPurpose

Messaging Guide

Below you will find a copy that you can use for your communications

1. We're delivering major impact with fair trade

This Fair Trade month we are celebrating our collective impact. Shoppers who choose Fair Trade Certified products and advocates spreading the message are key to our success. We couldn't improve lives and protect the planet without your help! #PurchaseWithPurpose

2. When we choose Fair Trade Certified, we advance our goal of making trade #FairForAll

When you #LookForTheLabel, you are contributing to making a positive impact on the communities and environment where Fair Trade Certified products are sourced. When we advocate and invite our communities into the movement, our impact grows exponentially.





Messaging Guide

3. Fair Trade is good for the planet and people

Your commitment to sustainability and ethical consumption inspires us. Together, we can create meaningful change and build a better world that is #FairForAll.

4. Fair for All Communities

Fair Trade empowers people to improve communities with increased access to resources, education, and capital. Every Fair Trade Certified purchase funds Community Development initiatives, allowing workers, farmers, and fishers to decide on projects that address their most pressing needs.

Messaging Guide

Fair Trade Month suggested copy for social media post:

General Posts:

- Happy #FairTradeMonth! Did you know that when you choose Fair Trade Certified products, you're supporting more than 120 social, environmental, and economic protections? And you're building on the more than \$1 BILLION dollars of impact delivered to farmers, fishers, and workers around the world. Let's continue to create a future that's #FairForAll!
- This #FairTradeMonth, #LookForTheLabel to join us in delivering generational impact to farmers, fishers, and workers around the world! When you choose Fair Trade Certified products, you're supporting a future that's #FairForAll producing communities.



Graphic Assets



**Happy
Fair
Trade
Month!**

- [Curated Photo Library](#)
- [Fair Trade USA Photo Library](#) our full suite of images
- Visual assets to highlight your Fair Trade Certified Products and/or supply chains:
 - [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.



Activation Inspiration

What does Fair Trade mean to you?

Join us in sharing how you're contributing to a future that's **Fair for All!** Advance inclusivity by highlighting the diverse voices and faces of the movement by telling the story of what Fair Trade means to you!

Social Media

Post a short video or social media story talking about why you support Fair Trade and your understanding of how Fair Trade supports sustainable livelihoods for farmers, fishers, and workers, while protecting the environment. Be sure to include a call to action for your followers to tell their story by asking them: “What does Fair Trade mean to you?” Use the hashtag #FairForAll, #PurchaseWithPurpose and #LookForTheLabel

Inspirational Social Post Examples:

Fair Trade Storytelling:

- [Eileen Fisher & Wawa Gatheru collab](#)
- [Shopping for FTC Products!](#)
- [Worker testimonials](#)

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 @fairtradecertified and @ftcampaigns

