

# Fair Trade Month

## Fair Trade, Fair Future

Sep 28 - Oct 31 | Campaigner Resource Kit



Fair Trade Month celebrates the collective action that improves lives, protects the planet, and moves us toward a more equitable world. As a Fair Trade campaign leader, you're already part of that action. This year's theme, Fair Trade Future, is about where it leads next.

We believe everyone deserves dignity and the opportunity to prosper. Join us in sharing how your campaign is contributing to a future that's Fair for All, and help lift up the diverse voices and faces of this movement.

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

- Suggested Post Dates: **September 28 – October 31**
- Remember to tag **@fairtradecertified** and **@ftcampaigns** on Instagram & Facebook
- Use **#PurchaseWithPurpose**, **#FairTradeMonth2026**, and **#FairTradeFuture**



**Fair Trade,  
Fair Future**

#FairTradeFuture



# Messaging Guide

- **A Fairer Future is Possible** – When we shop our values we send an important message about the world we want to create.
- **Look for the label** – Choosing Fair Trade Certified™ products is a simple way to support fairer conditions for the farmers, fishers, and workers behind them.
- **Every purchase matters**— A portion of every purchase sends money to a Community Development Fund. Producers decide together how to invest it, from clean water to schools.
- **Standards that count** – The Fair Trade Certified label is backed by over 120 social, environmental, and economic protections for the people who grow and make our products.
- **Bring others with you** – Sharing why you choose Fair Trade Certified products helps your community connect everyday purchases to real impact.

# Ready-to-Post Examples

Copy, tweak, or use these as a starting point!

## Instagram / Facebook:

There's a version of the future where the person who grew your coffee, picked your fruit, or sewed your shirt had a say in how that industry runs. That future isn't hypothetical: it's already being built, one Fair Trade Certified™ purchase at a time. This #FairTradeMonth2026, we're not just talking about impact, we're recruiting people to build what's next. #FairTradeFuture

## Story / Quick Fact:

Did you know? Fair Trade Committees are elected by the workers themselves, and they vote on how Community Development Fund dollars get spent. That's not charity, that's workers designing their own future. #FairTradeFuture

## Direct Call To Action

Finding the label on the shelf is the easy part. The real work is what happens next, farmers and workers voting on how Community Development Funds get spent, cooperatives deciding their own priorities, industries slowly rebuilt around people who used to have no seat at the table. That's the future we're organizing toward. Tag someone who should be building it with us. #FairTradeFuture



# Ready-to-Post Examples

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## Instagram / Facebook:

Fair Trade Month celebrates the collective action that's already improving lives, protecting the planet, and moving us toward a more equitable world. I'm part of that action, and so are you. This year's theme, #FairTradeFuture, is about where it leads next: a Fair for All future, where the people who grow, catch, and make what we buy have a real say in building it. Join us!

## Story / Quick Fact:

Quick fact: the Fair Trade Certified™ label is backed by over 120 social, environmental, and economic requirements: safe working conditions, protections against child labor, and standards that support the environment. That's what's behind the label. This Fair Trade Month, let's build the #FairTradeFuture together.





# Graphic Assets



- [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.
- Use **#FairTradeFuture**, **#FairTradeMonth2026**, **#PurchaseWithPurpose**

# Activation Inspiration

## What Does a Fair Trade Future Look Like?

Join us in imagining a future shaped by the people who grow and make the products we love, and show how you're building toward it on your own campus.

### Social Media

Post a short video or story showing *how you're bringing Fair Trade to life on campus or in your community*: a tabling event, a club meeting, a dining hall display, a campaign push, whatever you're already doing. Share your hopes for a Fair Trade Future and the role your campaign plays in getting there. Include a call to action for your followers: "What are your hopes for a Fair Trade Future?" Use the hashtags #FairTradeFuture, and #PurchaseWithPurpose

### Campus Activation:

- Film a quick clip tabling or handing out info on Fair Trade Certified products
- Share a behind-the-scenes look at organizing a campus event or club meeting
- Post a "why I campaign" video explaining what got you involved and what you hope changes



# Activation Inspiration



*"Spent this afternoon tabling on campus, talking to classmates about why I look for the Fair Trade Certified™ label. My hope for a Fair Trade Future: more students making that connection between what's in their cart and who it supports. What are your hopes for a Fair Trade Future?"*

# 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**

