

EMPLOYEE ENGAGEMENT

GET YOUR TEAM EXCITED
FOR FAIR TRADE



THIS TOOL IS ALL ABOUT HELPING YOUR EMPLOYEES UNDERSTAND WHY FAIR TRADE MATTERS AND HOW IT FITS INTO YOUR LARGER SUSTAINABILITY AND RESPONSIBLE SOURCING PROGRAMS. EDUCATION INTERNALLY LEADS TO GREATER SUCCESS EXTERNALLY. HERE ARE SOME TIPS:

- ▶ **SHARE THE FAIR TRADE 101 OVERVIEW INCLUDED IN THE TOOLKIT**
 - Post in lunch room or café
 - Send in an employee newsletter or dedicated email blast
- ▶ **SHARE STORIES AND PHOTOS OF FAIR TRADE FARMERS**
 - Fair Trade USA can provide suggested messaging and visuals <http://photos.fairtradeusa.org>
- ▶ **HAND OUT INFORMATION CARDS AT YOUR NEXT STAFF MEETING**
 - Order materials for free at <http://promote.fairtradeusa.org>
- ▶ **TURN THE FAIR TRADE INFOGRAPHIC INTO AN OFFICE POSTER**
 - <http://fairtradeusa.org/resources/campaigns/fair-trade-month/infographic>

