

Promote Your Fair!

Promotional Kit

Upon receipt of your order, we will send you a free Promotional Kit with materials that will help you promote your Fair throughout your organization and community.

Inside the Promotional Kit you'll find:

11 x 17 Color Poster

Hang the Fair Trade Fair poster (at right) at your church or community center, and on kiosks. Ask to hang them in well-traveled areas like the post office, grocery store, bank, library, restaurants, and coffee shops in your neighborhood. See the back cover of this planner to order more!

Invitations/Bulletin Inserts

We will also send you an invitation/bulletin insert template, two to a page. Fill out your Fair information, make copies and cut them. Pass them out to everyone you know and insert them in newsletters and bulletins!

Other suggestions for Fair promotion:

Send out a Press Release or Announcement

Media love to hear about people doing positive things in their communities. Find the right journalist to send it to. Use your connections! Do you or anyone in your organization know a journalist? If not, call the media outlet to ask who covers community events.

Visit lwr.org/handcraft for an electronic version you can copy and paste right into your church's newsletter.

Or, create your own and send to your local newspaper, radio or television station at least two weeks before your Fair. We suggest you start small—look for township or neighborhood media.

After you've sent the press release, call to follow-up. Tell the journalist about the mission of your Fair and why you and your committee decided to host one.

Make sure to order additional materials listed on the back of this planner!

We offer additional materials that will help customers at your Fair learn more about the LWR Handcraft Project and how their purchases help artisans and farmers around the world.

