Below are sample tweets for you to use for your store’s event or drive traffic to your fundraising page. Please feel free to adapt what we’ve written below.

If you’re writing your own statuses, here are hashtags to increase your reach:

#fairtrade

#endpoverty

#ethicalfashion

#fairtradefashion

#sustainable

#eco

#ecofriendly

#greenbuilding

#empowerwomen

#womeninbiz

#gendergap

#startinggood

#changemaker

#bethechange

#betheone

***Sample Tweets for Your Event***

Join us [INSERT EVENT INFO HERE] to help create 200 #fairtrade jobs for women in Ghana. #YOURCITYNAME

Help us in #buildingprosperity for 200 women in #Ghana. Join us [INSERT EVENT INFO HERE]. #YOURCITYNAME #fairtrade

We’re #buildingprosperity for 200 women in #Africa. Stop by the store [INSERT EVENT INFO HERE] to get involved. #empowerwomen now!

Make #fairtrade #sweatfree clothing the norm. Help us create 200 jobs for women in Ghana. Join us store [INSERT EVENT INFO HERE] #YOURCITYNAME

Help create 200 #fairtrade jobs for women in #Ghana. Join us [INSERT EVENT INFO HERE] #YOURCITYNAME

***Sample Tweets to Drive Traffic to Fundraising Page***

#buildingprosperity is #empoweringwomen. Show your support of growing #fairtrade by donating today [INSERT LINK TO YOUR FUNDRAISING PAGE HERE]

#fairtrade #sustainable #empoweringwomen - we’re making it happen with @globalmamas. #buildingprosperity [INSERT LINK TO YOUR FUNDRAISING PAGE HERE]

We’re working with @globalmamas on #buildingprosperity for women in #Ghana. #bethechange [INSERT LINK TO YOUR FUNDRAISING PAGE HERE]

We’re fundraising to create 200 #fairtrade jobs for women in #Africa. Help us by donating today! [INSERT LINK TO YOUR FUNDRAISING PAGE HERE] #buildingprosperity

***Sept 16-20 is World Green Building Week. Use #WGBW to reach this audience.***

We’re fundraising for an #ecofriendly #fairtrade production facility in #Africa. #WGBW [INSERT LINK TO YOUR FUNDRAISING PAGE HERE]