**[*If your Fairtrade Town Group has a logo you may want to insert it at the top of the letter*]**

Dear **[…]**

I would like to introduce myself as part of your local Fairtrade Towns group. You may already know that **[*Town name*] [is a /is working towards becoming a]** Fairtrade Town.

We feel that Fairtrade is important because **[…]**

I have been campaigning for Fairtrade for **[…]** years and have a lot of experience talking to groups about Fairtrade and how it works. I would love to come in to your school and give an assembly and/or lesson about Fairtrade to your students.

Fairtrade is a simple way to support the millions of farmers and workers in the developing world who struggle to make a living from selling their crops. Choosing Fairtrade means that the farmers who grow our food and cotton receive a fair price for their hard work, plus a little extra, the Fairtrade Premium, to spend on projects of their choice. This might be a school or a hospital for the local community or it might be used to help farms be more productive.

Fairtrade is a great way for students to explore food origin, trade justice and how we are connected to farmers and workers in the developing world by the food that we eat. It is also empowering for young people to know that they can positively impact on the lives of other people with the choices that they make and through raising awareness of trade injustice.

This fits well with many different curriculum areas, especially geography and PSHE. There are high quality teaching resources available to support teachers if you then wanted to take this subject further.

Learning about Fairtrade teaches a range of skills, from teamwork and persuasive writing skills to planning an event or running a tuck shop.

You may already know that schools can apply for Fairtrade School Awards (<http://schools.fairtrade.org.uk/fairtrade-schools>) and I would be happy to come in and help your school start that journey.

If you are interested or would like to discuss this further then please call me on **[*phone number*]** or email me at **[*email address*]**.

Yours sincerely,

**[…]**

**[*Town name*]** Fairtrade Town Group