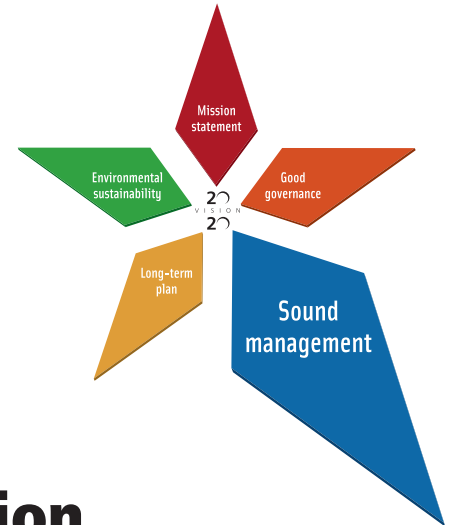


SOUND MANAGEMENT



Marketing & Promotion – Keeping Your Co-ops Full

How does your co-op attract new members? What works for you? What has worked for others? Communicating and promotion of co-op values and benefits is not as easy as it once was. Many co-ops are engaging in social media, newsletters, shared boards, etc. What will be your best practices for communicating with and marketing to your co-op audience? Walk away with new awareness and important suggestions, tips and feedback for new ways to reach your intended market.

This workshop covers the following:

- exploring best practices for communicating with members
- planning for communication to your current co-op membership
- attracting qualified applicants through promotion
- streamlining the membership selection process
- engaging digital marketing opportunities
- using social media to promote and communicate at your co-op

Duration:
**Half Day
Workshop**

Date: _____

Time: _____

Location: _____