



Co-op Developments

A short monthly update about co-op development in the Pacific Northwest provided to you on or about the 20th of each month. Please share with your network!

[Support Co-op Development in the PNW: Donate Today!](#)

The last month may seem quiet, but that is due to the planning happening behind the scenes. We've also been getting a lot of requests for service as more and more people turn to the cooperative model to build a resilient economy meeting people's needs. This month, we want to focus on a couple events coming up in September and October

[Marketing Our Cooperative Advantage Symposium](#)

As we mentioned a few months ago, we moved this "one-day" travelling symposium to an on-line format. In September we will be offering seven webinars centered around marketing. The event is free (although if you would like to donate, we will gladly accept). Check out the different topics and presenters and click the link to register.

[Session 1: Design and Communications Bootstrap](#)

Mo Manklang, provides some basic tools for building simple and effective communications plan for your co-op.

[Session 2: Marketing Our Cooperative Advantage](#)

Dev Gartenstein will touch on some best practices for marketing in general, and ways to adapt these practices specifically to the cooperative sector.

[Session 3: Business Model Canvas](#)

NWCDC's Daniel Arrañaga presents on using the Canvas as a means of developing a marketing strategy.

Sept 4 10 am**[Session 4: Digital Marketing Strategy](#)**

Our friends at [Story2Designs](#) will be providing the basics on getting your co-op noticed in the crowded digital space.

Sept 18 10 am**Sept 4 2 pm****[Session 5: Print and Radio](#)**

NWCDC's John McNamara will reflect on his 14 years developing ad campaigns with print and radio.

Sept 18 2 pm**Sept 10 3 pm****[Session 6: Complain Management](#)**

John returns for a discussion on the marketing role of managing complaints and customer service.

Sept 25 10 am**[Session 7: Tales from the Field](#)**

We wrap up the symposium with a panel discussion from co-op marketers including these sectors: Home Care, Bookstores, Bakery, and Grocery

Sept 25 2 pm**Co-op Impact Conference October 5-9**

This year's conference will amplify how cooperatives are addressing their obligations to create diverse, equitable and inclusive workplaces and boards, and how co-ops can better meet the needs of communities that have been excluded from economic participation and advancement. Register today to join hundreds of co-op developers, financiers, community and city leaders, innovators, economists and policymakers in October!

There is also a pre-conference session led by Saint Mary's University International Centre for Co-op Management with Professor Sonja Novkovic and ICCM director Karen Miner.

[Early Bird Registration is available until August 31!](#)

More Conferences and Events

In addition to these events, NWCDC will also be participating in the **Washington State Labor Council** annual conference and **[Regards to Rural](#)**, a bi-annual conference by **Rural Oregon Initiative**.

We hope that the summer has been safe and relaxing (as much as it can be in these times). If you have updates about your co-op that you would like us to share, please feel free to send our [editor](#) a note!

Help us provide technical assistance to co-ops!

You don't have to wait for the end of the year to support our programs! You can provide a tax deductible one-time donation or monthly sustaining gift to help fund the work of co-op development! Any amount is welcome.

Donate Today and Support Our Mission



|NPO_NAME|
|NPO_ADDRESS|
Email not displaying correctly?
[View it in your browser](#)
[Unsubscribe](#)