Cooperatives for a Better World

Presented by: Kaeleigh Barker
Challenge to Opportunity

90% Cooperatives still in business 5 years after opening.

200% Most worker co-ops double worker wages.

900% More women CEOs in global co-op insurers.
Challenge to Opportunity

40,000+ Co-ops
130 Million Members
2 Million Employees

2.6 Million Co-ops
1 Billion Members
250 Million Employees
Challenge to Opportunity

74% People don’t know what a co-op is.

78% People are more likely to buy from a co-op.
Why Co-operatives.
STORYTELLING IS THE MOST POWERFUL WAY TO PUT IDEAS INTO THE WORLD

Robert McKee
An Average Regional Co-op Community

150 CO-OPS
$1.6 Billion Revenue
73,000 Members
4,100 Employees

Projected Area Population
243,344
Community Resources & Services

UNITING AND EMPOWERING CO-OPERATIVES FOR PROFITABILITY & GROWTH

TRAINING
- HOW TO / BEST PRACTICES
- EMPLOYEE & MEMBER SPECIALIZED TRAINING
- FRIENDS & FAMILY ENGAGEMENT
- STARTUP RESOURCES
- SHARED TRAIN-THE-TRAINER DAY
- ACCESS MENTORSHIP

MARKETING
- MEDIA
- PR
- EVENTS
- SOCIAL MEDIA
- GROUP BUYING
- AFFINITY GIFT CARDS
- INTERNATIONAL DAY OF COOPERATIVES
- NATIONAL CO-OP MONTH AND WEEK
- INDIVIDUAL CO-OP PROMOTIONS
- SYNCED CONTENT
- ORGANIZED CONTENT SHARING

COST SAVINGS
- NATIONAL PROGRAMS
- GROUP BUYING
- HOW TO NEGOTIATION GUIDANCE
- ACCESS TO SAVINGS PROGRAMS
- BIZ UNITE REACH LOCAL
- REVERSE AUCTIONS
- INSURANCE UNIFORMS
- CREDIT CARD PROCESSING
- WIRELESS SERVICES

LOCAL PROGRAMS
- COMMUNICATIONS
- STRATEGY
- MEETINGS
- LOCAL POSTINGS
- WEBINARS
- EVENTS ONLINE BULLETINS
- NEWS ONLINE BULLETINS
- CLOSED SOCIAL MEDIA GROUPS

HUMAN RESOURCES
- GOVERNANCE/OPS BEST PRACTICES
- REGIONAL COORDINATOR SUPPORT
- INNOVATION STRATEGIES
- DEMOGRAPHICS & MAPPING
- ECONOMIC MODELING OF COMMUNITY BENEFITS
- TOOLS
- CO-OP JOB FAIR
- SUCCESSION PLANNING
- HIRING BEST PRACTICES
- POSITION BENCHMARKING

OTHER
- HOW-TO GUIDANCE
- CONFERENCE CALLS
- IN-PERSON
- EMAIL & WEB BASED
- PHYSICAL MAILINGS
- AUDIENCE STRATEGIES
Think Global. Act Local.