

# MARKETING MEMBERSHIP AND INVESTMENT OFFERS

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Workbook

# The co-op offer

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## Activity one

This document is to plan for marketing the following offer:

It is a member / external / both member and external offer.  
*Delete irrelevant ones*

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## Activity two

Our goal is for this offer to:

And this is how we will achieve it:

# Develop the message

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## Activity three

Our Story – Why are you doing this? What is your vision?

# The value

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## Activity four

Our Story – By taking up this offer you will:

1.

2.

3.

4.

5.

6.

# Important messages

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## Activity five

Our important messages:

1.

2.

3.

4.

# Deliver the message

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## Activity six

Who

	<b>Our target markets / audience</b>
1.	
2.	
3.	
4.	

# Deliver the message

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## Activity seven

Where

	<b>Our target market</b>	<b>Where to find them</b>	<b>Which tools to use</b>
1.	Local residents	Facebook Town hall	Video Poster
2.			
3.			
4.			
5.			

# Deliver the message

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## Activity eight

How

<b>Our offer documents and application form will be accessible via the following options:</b>	
1.	
2.	
3.	
4.	
5.	
6.	

# The plan / What you are doing when

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## Activity nine

<b>Our activities will include the following</b>	
1.	
2.	
3.	
4.	
5.	
6.	

# Our co-op offer

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## Activity ten

Our co-op offer \_\_\_\_\_

Deadline for completion					
Marketing goal / target					
The activity					
Who is responsible					
Budget					