

MARKETING MEMBERSHIP AND INVESTMENT OFFERS

Workbook

The co-op offer

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

Activity two

Our goal is for this offer to:

And this is how we will achieve it:

Develop the message

Activity three

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

The value

Activity four

Our Story – By taking up this offer you will:

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.

Important messages

Activity five

Our important messages:

1.

2.

3.

4.

Deliver the message

Activity six

Who

	Our target markets / audience
1.	
2.	
3.	
4.	

Deliver the message

Activity seven

Where

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

Deliver the message

Activity eight

How

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

The plan / What you are doing when

Activity nine

	Our activities will include the following
1.	
2.	
3.	
4.	
5.	
6.	

Our co-op offer

Activity ten

Our co-op offer _____

Deadline for completion					
Market-ing goal / target					
The activity					
Who is responsible					
Budget					