**Considerations for cooperative recruitment and public relations**

# Partner-Cooperative- and Supporter Recruitment (entreprenuers, politics, society)

## Contacting possible partner companies in production, processing, and trade

* Goals:
  + Willingness to become a member
  + ideally even enthusiasm and the desire to shape/participate.
  + in the starting year, at least 6 of the most important/larger and 6 further producers, processors (and traders) are to be recruited.
* List the approximately 12 most important potential partner organizations supplemented by .... , completed by ......, businesses addressed by ....  
  the initiating group personally and directly (and after the foundation: by the management board, supervisory board and possibly employees
* Preliminary mailing of: short flyer, mission statement/goals, basic paper. Later interested parties will receive the business plan etc.

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| **Organisation name** | **Contact person** | **Who will contact** |
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* List the other **potential partner organizations**, supplemented by .... , completed by ......, businesses addressed by ....  
  Contacted by telephone by the initiating group (and after the foundation: by the board of directors, supervisory board and possibly employees)
* Preliminary mailing of: short flyer, mission statement/goals, basic paper. Later interested parties will receive the business plan etc.

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| **Organisation** | **Contact person** | **Who will contact** |
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* Key points for the conversation  
  - We bring forward a social paradigm shift, away from: flat advertising, the consumer feeling of "being swindled", and the resignation "I can't change anything after all". towards: Transparency, eye level, participation of all parties including consumers, community through meeting and exchange as well as perception and joint responsibility/common tackling. n  
  - secure purchase through reliable, direct, regional trade relations  
  - thereby contributing to securing the future of the business by gaining better sales opportunities  
  - Experiencing a sense of purpose for one's own actions and a stronger relationship with customers  
  - Strengthening credibility  
  - Contribution to ecology at home, on the doorstep.
* Announce a joint information evening during the talks, in which the partner companies have the opportunity to participate: Opinion formation on important open questions takes place, work on the first "hot" topics such as contribution rules, partner criteria, supply of competing businesses. This partner info evening can take place soon after the foundation. Date: ....  
  Planning/preparation by: ....
* Draft and decide on partner criteria, either in a smaller circle or already with the new partner companies
* Clarify: when exactly should the partner companies be able to join as cooperatives? The cooperative must be approved and registered for this purpose.

## Contacting alliance partners (NGOs, supporters, regional politicians)

### Community groups

* The most important possible supporters are contacted personally, the others by telephone or in writing. Possible are clubs/associations and other NGOs, churches, schools, institutes, ... For this purpose .... create a list:

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| **Organization** | **Contact person** | **Who will contact** | **p/t/w** |
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p=personal, t=telephone, w=writtten....

* Goals:
  + Achieve willingness to support
  + NGOs should inform in their newsletters and call for support/membership
  + possibly even enable participation in one of their events
  + Recruit 1-2 NGO board members for advisory board activities
  + Find partners for later important actions: Hedge planting and ecological actions on farms
  + Event partners for events about unjust world trade, post-growth, ecology....
* The following terms/arguments might be important for the target group of NGO supporters (to be handled individually):
  + We are advancing a social paradigm shift, away from: flat advertising, the consumer feeling of "being swindled", and the resignation "I can't change anything after all". towards: Transparency, eye level, participation of all stakeholders including consumers, community through encounter and exchange as well as perception and shared responsibility/common actions
  + Contribution to ecology in the home, on the doorstep
  + new forms of solidarity
  + Practicing cross-value chain collaboration
  + Together we create new ways that change the system
  + Advancing nutrition education
  + Commitment instead of resignation to society

### Addressing community supporters/decision makers

* 10 key potential supporters are approached one-on-one, and others are contacted by phone and in writing.

District councils, regional politicians, mayors, members of parliament, ...

Address/letter by:

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| **Person/Organisation** | **Role/Contact person** | **Who will contact** | **p/t/w** |
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p=personal, t=telephone, w=written....

* Goals:
  + Municipal supporters should provide information in their media/circulars and call for support/membership
  + Recruit 1-2 supporters to serve on advisory board
  + Facilitate participation in community events: Regional fairs, lectures/meetings, etc....
  + Get free rooms for public events
  + Open up funding opportunities
* The following arguments/concepts may be important for the target group of community supporters:

*- Civic engagement*

*- Keeping added value in the region*

*- Lighthouse projects emerge*

*- Citizen engagement is promoted, participation/engagement instead of resignation*

*- Contribution to ecology at home, on the doorstep*

*- Nutrition education*

*- ....*

# Consumer-Cooperative-Customer Acquisition

## Marketing Strategy

Will be described separately with marketing professionals:

Logo, brand, brand essence, main target groups, core values and concepts, etc., promotional materials, labels, packaging materials ...

Suggestions for marketing experts are: ....

## Important Statements

"Movement character" and socio-political dimension:

The cooperation of farms across value chains, the integration of a wide range of consumers and the focus on ecology and food/processing culture is absolutely unique. This unique character with the special possibility of participation should make it possible to reach the awareness of the people of the region through a variety of channels. It is a social pilot project that would fail if participation is lacking, but if successful will enable unprecedented collective shaping of the region in a positive direction.

## Important Channels for Public Relations

### Newspaper articles/radio/regional television

Reports could take place especially in connection with events.

Important first topics are: Events around foundation, meetings, next plans/guiding principles, background of the food industry, ...

Candidates for regional media experts, which are assigned for press and public relations:

- ...

- ....

Address to ...., article/report to ....

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| **Newspaper, Medium** | **Contacts/editors** | **Who will contact** |
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### Veranstaltungen

Should/could take place in municipal rooms provided free of charge because of the public benefit character.

If possible with prominent and good speakers, who bring in partial aspects without putting their own concern too much in the center.

Goal: Address to ...., time period of the event(s)

Suggestions for such "celebrities":

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| **Person** | **Activity/Qualification** | **Who will contact** |
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### Implementation of membership recruitment campaign

Message: to be successful, we need e.g. 1000 cooperatives with 100,000 cooperative capital by the end of the year, otherwise the success is endangered...

To do: obtain a campaign expert by....

Suggestions:  
  
Possible campaign elements:

- Creation of a website where you can see how many members have joined with how much capital, where I can directly submit a declaration of intent. But also background information, introduction of the designers, current dates, membership documents, discussion forums, ...

- Creation of a short film, which very clearly shows the misguided development and outlines the new approach and shows the courageous people. Also a somewhat longer image film, in which is explained what we intend and the people and their concerns become clear, is deposited.

- Such a campaign is accompanied by press articles, events and social media, so that the link to the website spreads rapidly and triggers a wave

- successful examples of such campaigns see

www.luzernenhof.de, www.crowdinvest.solawi-trebbow.de