

Instructions: Use this email as a template for your own email supporting Chicago Market to your friends and community. You can either use this as a template to send to lots of people at once, or customize for each person that you send it to.

The most important part of this email is your personal connection with the person you're sending it to. Some of the more obvious choices are in brackets. Make sure to delete the bracket and the choices you don't use before you send. Also:

- Don't forget to personalize the greeting and the closing.
- Make sure you write a couple of sentences of why this is important to you, and why you became an Owner.
- And if you feel like you can say something better or more appropriately, go ahead and do it! This email is only meant as a guide. Customize it however you like.
- Embedding a link is easy and looks better than the whole URL spelled out. Need help with this? Just ask.

p.s. Don't forget a subject line. Some examples are "Why I Became an Owner at Chicago Market" or "Become an Owner of Chicago Market with me" or "I just Helped to start a food co-op" or even "Crazy email – please read." Be creative and fun.

Here's your template:

Dear _____,

[Insert your own greeting.]

[I know this is a little unusual, but] I know you **[and _____]** are interested in **[organic food / gardening / Farmer's Markets / etc]** and I wanted to share information about a start-up food co-op forming right now, Chicago Market – A Community Co-op. They are in the middle of an inspiring Ownership campaign, and **[I am / _____ and I are]** so **[excited / proud / thrilled / etc]** to have become **[a]** Founding Owner[s].

As you might have heard, Chicago Market is planning to build a big, beautiful community-owned grocery store focused on local and organic food, which will offer a grocery experience unlike any in Chicago. Chicago Market will differ from traditional grocery stores in three important ways: a focus on local and organic foods, a commitment to transparency and education, and a democratic community.

[I/ _____ and I] became **[a]** Founding Owner[s] because . . . **[fill in reasons why you became an Owner.]** If you are as **[excited]** as I think you'll be, I would love if you would join me as a Founding Owner.

Ownership is a one-time, \$250 household investment (it would cover you **[and _____, _____, and _____]**). **[They also offer a payment plan, where you can pay as little as \$25/month.]** As one of the first 1,000 Founding Owners, we have a unique ability not only to have a voice in the creation of the store, including where it is located,

and how it is operated, but the Founding Owners are also the ones who are literally making this new food co-op a reality. Ownership also provides these benefits:

Direct benefits.

- An annual patronage refund of co-op profits based on each owner's spending.
- Owner-only sales & specials.
- Owner discounts on classes, workshops & special events.
- An opportunity to serve on the Board of Directors, which will be responsible for hiring the general manager and steering the strategic direction of the co-op.
- A vote in choosing the Board of Directors.

Indirect benefits.

- Giving great-paying jobs with benefits.
- Giving support to our local farmers.
- Giving the Earth a break through sustainable growing.
- Giving your community a wonderful place to shop, an eclectic meeting spot, and an educational hub to learn about local, sustainable food.

I [**think you and _____ should / would love for you**] to become an Owner of Chicago Market. You can do it right now here: chicagomarket.coop/join. I'd also love to tell you more about Chicago Market. Let's talk.

[Closing]

p.s. Here are some easy links for more information.

- Website: www.chicagomarket.coop
- Ten Things Everyone Wants to Know About Chicago Market:
http://www.chicagomarket.coop/10_things_everybody_wants_to_know_about_chicago_market
- Chicago Market Wants to Change the Way You Shop for Groceries:
<http://mommacuisine.com/2014/08/06/chicago-market-wants-to-change-the-way-you-shop-for-groceries/>
- Chicago Market on WBEZ: <https://soundcloud.com/afternoonshiftwbez/chewing-the-fat-icy-treats-desserts-and-food-co-ops>

And here's a draft sample email all filled in:

Dear Jane,

I can barely believe school is starting next week. On the one hand, I'm sad for them to go back to school; on the other hand. . . I'm totally ready for them to be back in school.

This is kind of out of the blue, but I know you are into organic food and I wanted to share information about a start-up food co-op forming right now, Chicago Market – A Community Co-op. They are in the middle of an inspiring Ownership campaign, and Alex and I are so excited to have become Founding Owners.

As you might have heard, Chicago Market is planning to build a big, beautiful community-owned grocery store focused on local and organic food, which will offer a grocery experience unlike any in Chicago. Chicago Market will differ from traditional grocery stores in three important ways: a focus on local and organic foods, a commitment to transparency and education, and a democratic community.

Alex and I became Founding Owners because we really believe that a food co-op can help make more local and organic food available for our family. I love going to the Farmer's Market, but this will be a year-round, brick and mortar store that I would rather support than Whole Foods or Mariano's. And the group organizing the co-op is terrific – we met them at an info session a couple of weeks ago. If you are as into this as I think you'll be, I would love if you would join me as a Founding Owner.

Ownership is a one-time, \$250 household investment (it would cover you, Jeff, Ben and Anna. As one of the first 1,000 Founding Owners, we have a unique ability not only to have a voice in the creation of the store, including where it is located, and how it is operated, but the Founding Owners are also the ones who are literally making this new food co-op a reality. Ownership also provides these benefits:

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[Closing]

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