

MoCo Membership Campaign (Stage 2)

Fall 2014 – Spring 2015

MoCo's Stage 1: In the year following its first Community Meeting in June 2013, the board and a small number of active volunteers gathered 500+ pledges. Since May 2014, with the help of a part-time Membership Recruitment Coordinator, more than 371 (as of 10/6/14) of those pledges were converted to full memberships, a 70% conversion rate.

In the start-up co-op world, Stage 1 members are typically founders, their friends and families, followed by those in their wider networks of relationships, and some in the community who have just "always wanted a co-op." At the end of Stage 1, a start-up typically has about 300 members. Due to the dedicated efforts of a few, MoCo is a bit ahead of the game.

MoCo's Stage 2: Now is the time for MoCo's 350+ members to reach out to their networks of family, friends, co-workers, neighbors, and others around the region to build membership to the next level. This will show the broad and growing support necessary to attract funding, secure a building, moving MoCo closer to opening its doors.

This also builds the base from which the Member Loan Campaign can be launched, including a) the "core supporters" who fund the initial 15% of what's needed and b) the 1/5th of remaining members who fund the rest. (These numbers taken from the Member Loan Toolbox.) (SEE P.4)

Target: Double MoCo memberships to 700

Timeline: By Spring/ Summer 2015

This puts us in mid-stage 3a Preconstruction in our Timeline, well ahead of schedule.

Stage 2a Feasibility (still to-do, by Dec 2014, most ambitious time frame)

- Business Plan

- 450 total members

Stage 2b Planning (by April/June 2015)

- Site contingencies/ secure store location

- Initial design

- Hire FT Project Manager

- Prepare to hire GM

- Plan Capital Campaign

- 600 total members

Stage 3a Pre-Construction (by August/December 2015)

- Capital Campaign

- Finalize store design & equipment specs

- Hire GM

- All financing in place

- 800 members

Strategies:

1. Leverage our ability to grow through members reaching into their own networks to recruit more members; redefine the “we” who are working on the co-op
2. Build MoCo’s messaging power by a) enriching our “story” and b) ensuring that everyone (MRC Coordinator, board, key volunteers, etc.) are able to tell the same compelling story
3. Expand Membership Recruitment Committee by 3-4 members, to spread workload beyond board members
4. Use our calendar of planned Membership Recruitment activities to engage current members and their networks. Set up calendar with a series of small month-to-month mileposts.
5. Hire a part-time Marketing Support staff person to work on media presence, graphic design, and promotional materials.
6. Starting November 1, issue a monthly newsletter using a standard template that includes: a) activities/events-this month, b) activities/events-looking ahead, c) update membership numbers, d) “Meet the Members” feature, e) “News from the Board”

Messaging:

Co-op as “hero”—jobs, local products, etc.

Join us! –Look at how many are already supporting MoCo

Community development—downtown revitalization, harnessing people power

Possible Activities:

- Complete our pledge→membership drive
- Publish multiple copies of *MoCo Event Planning Guide*
- Members host House Parties
- Members host Community Gatherings
- Members conduct One-on-One approaches
- Members hold Phonathons
- Enhance web presence and use of social media
- Regular press releases/ letters to the editor/ regular ads in local papers
- Recruit additional members for Membership Recruitment & Events Committees. Create a 1-page description of each committee & expectations of committee members (daytime hours, positive attitude, being on same-page, etc.)
- Energize the board and key volunteers; hold a board retreat in fall to work on next iteration of MoCo’s “compelling story” including “why a cooperative?”
- Create a busy, rich calendar of membership activities, post on MoCo website, and engage volunteers
- Create a big splash around “Future Home of MoCo”

Proposals to the Board

1. Adopt campaign plan and approve a budget to fund it
2. Adjust staffing: Membership Recruitment Coordinator decrease from 20 to 16 hours per week; add Marketing Support staff at 4 hours per week
3. Approve concept of a monthly newsletter to take the place of our quarterly newsletter (Maggie is working on a template for this; Taylar will help)
4. Consider a Board retreat focused on enabling Board and key volunteers to put across strong messaging about "Why a co-op?"
5. Coordinate between Membership Campaign Stage 2 Plan (ending in Spring/Summer 2015) and Membership Loan Campaign (running either May-June 2015 OR September-October 2015)

Draft Budget: Initial estimates (6 mos. Nov. 2014-April 2015)

Salaries:	(Peter M has these figures?)
Office supplies:	480.00 (printer ink, paper, postage, envelopes)
Print/ promotional materials	600.00
Ads	(Maggie is getting figures)
Internet	(Susan is getting figures)

MoCo Marketing Support Position

Position Overview: The job of the Marketing Support will be to work directly with the Membership Recruitment Coordinator to produce materials for recruitment of new members and communication with current members, to maintain the MoCo website, and to contribute to MoCo's social media presence. This person needs to be computer savvy, with strong graphic design skills.

This will be a part-time, paid position at 4 hours a week. Much of the work can be done from home.

Responsibilities of the Media Coordinator will include:

- Maintaining and expanding MoCo's social media presence
- Maintaining and expanding MoCo's website
- Formatting and sending out newsletters
- Creating flyers and materials for distribution

Qualifications:

- Must be passionate about community organizing and the mission of opening a food co-op in Morrisville
- Must have graphic design skills
- Skills to maintain and ideas to expand a social media campaign a plus
- Experience with Wordpress website maintenance preferred, although this can be taught to someone with strong computer skills

- Candidates for this job would be working from their own computer

“Math” & Some Strategies based on the Member Loan Toolbox

Form a Member Loan Committee, 6-7 members, able to meet weekly for 4-6 weeks.

Coordinator: _____
 Caller: From Membership Recruitment Committee
 Collector: From Finance Committee
 Other Members: 3-5 MoCo member-owners

Prerequisites for Member Loan Campaign

1. Long-term Capital Plan
2. Member Loan Campaign Plan
3. 15% of the total to be raised, already funded by a few “core supporters”
4. 700 members
5. Starts May-June 2015, or September-October 2015

“Math”

If \$1,000,000 to be raised in local money...

\$150,000 from “core supporters” before campaign starts

\$850,000 from other members

If, 1 out of every 5 members will make a loan, $700 \div 5 = 140$ member loans

$\$850,000 \div 140 \text{ members} = \6072 average per each loan