



Ownership & Outreach Committee Charter

The purpose of this standing committee is to lead the effort to educate the community about the value of this endeavor and promote ownership through a variety of materials and activities.

The committee will meet every other week with the chair being ultimately responsible for scheduling the meetings and reporting to the Board of Directors, and the secretary being ultimately responsible for taking and posting the minutes and keeping track of action items identified during the meeting.

The membership of this committee shall be no less than three.

Ownership Duties & Responsibilities:

1. Work with Board of Directors to create an annual ownership committee budget.
2. Prepare an annual calendar for ownership either to be run by the cooperative or that the cooperative should take part in. These events may be specifically to increase ownership or generally to promote the cooperative and community involvement and the annual meeting should be included on this calendar.
3. Work with the Board of Directors and other committees on planning and executing the annual ownership meeting.
4. Research and establish a method for tracking and evaluating the relative success of ownership generation activities.
5. Maintain integrity of information on ownership accounts.
6. Spend money (within budgeted amounts) to accomplish the committee's goals.
7. Recruit and oversee volunteers to work on ownership generation and linkage activities.
8. Provide a brief written report to the Board of Directors monthly about the activities of this committee, ownership growth and upcoming events.

Outreach Duties & Responsibilities:

1. Identify and recommend to the Board of Directors a range of options for a paid or volunteer person or team to develop brochures, posters, website, social media and other promotional materials.
2. Write and publish regular news updates for owners and community and maintain and regularly update website and social media.
3. Build relationships with local and regional media outlets, write and distribute press releases and offer interviews.
4. Produce presentation materials for community, civic, and other social groups; prepare co-op presenters to be available for speaking engagements.
5. Work with Board of Directors to create an annual community outreach committee

budget.

6. Prepare an annual calendar for community outreach events either to be run by the cooperative or that the cooperative should take part in. These events may be specifically to increase ownership or generally to promote the cooperative and community involvement and the annual meeting should be included on this calendar.
7. Spend money (within budgeted amounts) to accomplish the committee's goals.
8. Recruit and oversee volunteers to work on community outreach activities.
9. Provide a brief written report to the Board of Directors monthly about the activities of this committee, community outreach and upcoming events.

Limit: The committee cannot spend more than budgeted, cannot spend more than \$50 on unbudgeted items without committee approval and no individual committee member has the authority to spend money unless specifically authorized by the committee or Board of Directors.

Updated: March 12, 2019

Board Approved: March 12, 2019