



## **Ownership & Outreach Committee Charter**

The purpose of this standing committee is to educate the community about the value of a cooperatively-owned grocery store, promote ownership through a variety of materials, activities, and PR channels, and engage both the community and Owners in ways that inspire cooperation.

The committee will meet every week. The chair is ultimately responsible for scheduling meetings, delegating tasks, and reporting to the Board of Directors. The secretary is 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 run by the cooperative or that the cooperative takes part in. These events may be specifically to increase ownership or generally to promote the cooperative and community involvement. 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 (including individuals, families, and businesses) and connection.
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. Develop brochures, posters, website, social media, and other promotional materials that complies with the Whitewater Grocery Co. brand.
2. Write and publish regular news updates for Owners and the community and maintain/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 run by the

cooperative or that the cooperative takes part in. These events may be specifically to increase ownership or generally to promote the cooperative and community involvement. 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 and all promotional materials.
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.

**Adopted: December 11, 2017**

**Reapproved: March 12, 2019; June 9, 2020**

**Last Revised: June 9, 2020**