2018 NAHC Conference: Phoenix, AZ  
Workshop Outline: Promoting Your Cooperative  
Friday, October 26, 2018: Yucca/Palo Verde  
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1) WHY promote your co-op?

2) Promotion Tools
   - What’s in your toolbox?
   - What tools are missing?
   - What tools need readjustment?

3) Promotion Strategies
   - Making the best use of the tools
   - Using stories
   - Community involvement
   - Creative Ideas

4) Framing your message
   - Words matter
   - Photos & Graphics also matter!

5) Strategies—A deeper dive
   A. When, what, how & why for each
   B. Critique—pros & cons
      - Press Release
      - Media Outreach
      - Community outreach
      - Website
      - Social Networks: Facebook, Twitter, LinkedIn
      - Media Sharing Networks: Instagram, Snapchat, YouTube
      - Marketing: Events, Yelp, Zillow

6) Let’s practice!!!