

Marketing Our Co-op Advantage – Key Takeaways

Setting the Stage

- Lack of awareness and understanding of housing co-ops
- Our goal: to change that!

The Co-op Advantage

- Housing co-ops = the best kept secret
- Co-ops provide affordable, community-based housing and opportunities for people to thrive
- We are a part of the solution to the affordable housing crisis



But how do we change the public's perception of co-ops/lack of understanding?

- Through YOU!
- Story telling is a powerful way to spread the word about co-ops

Success Stories: Promoting the Co-op Advantage

- [#IncludeCoop Campaign](#)
- [NCBA Letter to the Editor Campaign](#)
- [Everything Co-op Podcast](#)
- [Aroundtheworld.coop](#)

Top 6 Marketing Tips

1. Be visible – does your co-op have a sign?
2. Website, social media – is your co-op online?
3. Share good news stories – don't be shy!
4. Host events at your co-op – invite the community & local politicians
5. Connect to broader networks – like NAHC!
6. Word of mouth marketing – keep sharing your co-op stories

***The more we share our co-op stories, the more we can increase public awareness and support for co-ops! ***