



ADVISORY FOR COOPERATIVES
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New Year-Round Envelope Stuffer Available For Download in a Variety of Formats

Washington, DC—A new envelope stuffer based on one of the popular advertisements highlighting the impact of cooperative business on the economy is now available on the National Cooperative Month web site, www.coopmonth.coop. This new addition to the line of co-op promotions was designed to be used year-around so cooperatives can celebrate their “cooperativeness” anytime, not just in October.

The envelope stuffer is presented in four-color or black-and-white versions for either in-office duplicating or printing by a professional printer. The stuffer is downloadable either as PDFs, JPEGs, or as Quark files to be inserted in member mailings and other communications throughout the year. The stuffer also allows cooperatives to insert their own logos.

The envelope stuffer is based on the “Economic Impact” ad which highlights the findings from last fall’s ground-breaking Co-op Month survey on the size and impact of six key co-op sectors. The survey, also posted on the Co-op Month web site, found that cooperatives generate more than \$229 billion in revenues annually, employ more than half a million Americans, and have aggregate payrolls in excess of \$15 billion per year.

Today, the National Cooperative Month Planning Committee, made up of national co-op membership organizations and a few large co-ops, provides financial support and overall guidance for co-op month activities.

Members of the Co-op Month Planning Committee for 2006 are the Cooperative Development Foundation, Credit Union National Association, Farm Credit Council, National Association of Federal Credit Unions, National Association of Housing Cooperatives, National Cooperative Bank, National Cooperative Business Association, National Cooperative Grocers Association, National Council of Farmer Cooperatives, National Farmers Union, National Milk Producers Federation, National Rural Electric Cooperative Association, National Rural Telecommunications Cooperative, National Rural Utilities Cooperative Finance Corporation, National Telecommunications Cooperative Association, Overseas Cooperative Development Council, Rural Business & Cooperative Services program of the Department of Agriculture, and the World Council of Credit Unions.

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