



ADVISORY FOR COOPERATIVES
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CONTACT: Art Jaeger
(202) 383-5462
ajaeger@ncba.coop

Three New Co-op Month Print Ads Available For Download in a Variety of Sizes and Formats

Washington, DC—Three new print advertisements highlighting the impact of cooperative business on the economy are now available on the National Cooperative Month web site, www.coopmonth.coop. The ads are presented in a variety of sizes and formats and can be downloaded either as PDFs, JPEGs or as Quark files.

In addition, one popular ad from last year is still available on the web site for October Co-op Month celebrations. All four ads are presented in four-color or black-and-white versions and in sizes for both magazines and tabloid newspapers. The ads also allow cooperatives to insert their own logos.

Still to come is an envelope stuffer based on one of the ads that can be downloaded, duplicated and inserted in member mailings or given out with pay stubs all year long. The envelope stuffer will be available on the website in September.

The three new ads highlight 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.

The new ads are titled "Jobs," "Ownership," and "Economic Impact." The fourth ad, called "Sprout," represents graphically how co-ops grow their communities from the ground up. Cooperatives are encouraged to use the ads in local media and in their own publications to educate members and the public about the role of co-ops in their communities.

The theme for Co-op Month remains "Owned by Our Members, Committed to Our Communities." Co-ops are encouraged to reach out through their networks and the media with information on their business volume, employment, charitable contributions, and other beneficial community impacts.

Other Projects

Also this year, 2005's economic impact survey is being updated and expanded. The revised survey, including data on co-ops' membership, employment, payrolls and revenues, will be unveiled in October. In the meantime, the 2005 survey has a wealth of information on the impact of co-ops in the six sectors. These sectors are agriculture, credit unions, farm credit, electric utilities, food retailing and distribution, and housing.

Also updated is the web site's award-winning electronic toolkit, which features help and advice for co-ops of all sizes in planning their 2006 Co-op Month observances.

In addition to the print ads, the toolkit features the downloadable Co-op Month logo, draft news releases and opinion articles, tips for how to celebrate Co-op Month, and dozens of pages of examples of how co-ops benefit their communities.

Co-ops are encouraged to share their own Co-op Month stories and materials in the Gallery section of the web site. Click on “gallery” and then on “submit your event.”

The web site also features a partial, searchable directory of more than 10,000 co-ops. If your co-op is not listed, follow the instructions for how to add it, found on the site.

The idea for celebrating the special nature of cooperatives first appeared in 1924 in Waukegan, Illinois, when members of one local co-op set aside a time for promotion of the cooperative. Co-op Month became an October event in 1930 and the first official proclamation naming October as Co-op Month was issued in 1948.

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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