

5 TIPS FOR COMMUNICATING WITH MEMBERS

Adults under the age 45 make up more than half of the nation's co-op members and will form the core of our membership for the next several decades. Here are some tips to help you engage with these members today for better relationships tomorrow.



1. Use simple, professional language.



2. Be proud of our past but talk about our future.



3. Make responsiveness a priority and practice transparency.



4. Tell the cooperative difference story to drive home the ways the co-op is part of the community.



5. Every member is unique. Meet them where they are and make it personal.