

How you can support our communications strategy...



2022 - 2023

Sponsorship Target: \$7,500

Contribution Range: \$500 - \$1,500

The what...

Over the course of the year, OCA is planning to build and execute a comprehensive social media strategy, with the key objective of increasing the public's awareness of co-operatives, the concept of co-operation and the benefits of collaboration - with a particular focus on youth and the post-secondary demographic across the province. We are also planning to develop a series of videos that tell "co-op stories", which will serve a broader range of applications across our strategic areas (i.e., Co-operative Education, Communications and Government Relations specifically).

The why...

Building awareness of co-operatives for this demographic is key to the succession and future success of the movement. Young people's values are often well-aligned with those of co-operatives, and their keen awareness of the social and economic challenges we are facing as a society (only exacerbated by the pandemic), is significant - thanks in large part, to social media. This is the most effective platform to get their attention and engage them in the co-operative way - and the time is ripe for this opportunity.

The how...

With your support, we will partner with **Studio 145 Co-operative** to develop and post social media content and imagery that is both engaging and interactive. They will also be producing a series of short video clips that tell "co-op stories." This collaboration will help us gain a fresh, more youthful perspective and tap into the younger demographic that the co-op is well connected to. OCA is always excited to practice Principle Six by supporting and partnering with a local co-operative!

We will be focusing on spreading our messages through Instagram and Facebook, with possible expansion to Tik Tok and YouTube once we have the resources to branch out to these popular youth channels. The strategic plan will be developed and managed in-house by OCA, to ensure that the key objectives are met, and that the corporate brand and messaging is consistent and represented throughout.

How we will recognize our Sponsors...

- ▶ Including your organizational logo on our website's main **Communications page** as a "Supporting Sponsor".
- ▶ Including your organizational logo on our website's **Social Media page** as a "Supporting Sponsor".
- ▶ Sharing a social media post (across all our four channels) that recognizes your organization as a sponsor.
- ▶ Profiling your organization in a Member Bulletin throughout the year.
- ▶ Recognizing your organization in our 2022-23 Annual Report.