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**Co-op Storytelling Template**

**USA Co-ops Community Impact Story**

**presented by NCBA CLUSA**

Thank you for participating in NCBA CLUSA’s Storyteller Campaign! We are excited to hear about the amazing work your co-op is doing in the community. Below are step-by-step instructions to help you create a short, impactful video (30 seconds to 2 minutes) that highlights your co-op’s contributions.

**Step-by-Step Instructions:**

* **Introduction:**
* Start with a brief introduction. Include your name, your position, and the name of your co-op.
* Example: "Hi, I’m Jane Doe, the General Manager at Riverton Community Housing."
* **Tell Your Story:**
* Briefly describe the initiative or project.
* Highlight the impact it has had on the community. Use specific examples and anecdotes.
* Example: "At Riverton Community Housing, we recently launched a neighborhood clean-up project. Over 100 residents participated, and together we collected over 500 pounds of trash, making our community cleaner and safer."
* **Conclusion:**
* End with a strong closing statement about your co-op’s commitment to the community.
* Example: "We’re proud to be a part of Riverton and look forward to continuing our work to improve the lives of our residents."

**Co-op Story Topics**

Consider these topics when crafting your co-op story.

1. Your co-op's impact to the local community as a result of a new initiative, ongoing program, or a funding boost from a key stakeholder.
2. Creating inclusive economies with your co-op to empower your low-income neighbors, diversify your vendors, membership, leadership etc.
3. Principle 6 story - creating cooperation among cooperatives to achieve a goal.
4. Advocacy story - engaging with elected officials for a tour, town hall, meet and greet, etc.
5. Co-op amplification - how to amplify the importance of co-ops with the community through a marketing/engagement campaign.

**Co-op Storytelling Template**

**Here is a script you can use for your co-op story.**

1. **Intro**
Introduce the co-op and provide a few details that offer context for the co-op impact story, such as their name, relationship to co-op (staff/board director), co-op name, and the co-op sector/type.
2. **Co-op as Solution**
For this section, what is the opportunity for the co-op to improve a situation? What pain points were they looking to solve for? How could the co-op create a positive impact?
3. **Co-op Success Results**
What were the results? What was the experience in engaging with the co-op and/or the program/initiative?
4. **Co-op Impact**
How did engaging with the co-op and the program/initiative impact the community in a significant way?
5. **Co-op Call to Action**
Wrap up the co-op story with some details about the overall experience. Then, include how to engage with your co-op, or how they should support co-ops in general.

**Co-op Video Recording Tips**

**The more realistic the recording, the more authentic the experience.**

In your real conversations with people, you say umm, you sneeze, or you may mispronounce a word.  Leave it in...it keeps the experience real.  Here are some more tips to consider.

Remember:

* Don’t make it long! 1-2 minutes is plenty.  Keep it under 2 minutes, 30 seconds.
* It does not have to be professionally done – a smartphone is all you need
* Don’t stand in front of a busy background, but also don’t use a boring background. Try going outside on a nice day, in a park or quiet place in town with a nice background that doesn’t draw too much attention away from you.
* If you have access to the co-op location with a relatively quiet atmosphere, definitely film in or in front of the co-op.
* Follow your storytelling template, make sure to smile, and use your natural facial expressions and your natural voice.