

Bringing co-ops into the digital era: tools, practices and innovations

MARKETING Takeaways

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Why Your Co-op Needs a Website

1. Supports Co-operative Values and Principles

- Provides information and resources to members
- Informs members of educational opportunities
- Builds community and co-op pride
- Advocates for co-ops everywhere
- Promotes accessibility, equity, and good governance

2. Streamlines Co-op Administration

- Extends office hours and resource availability
- Automates repeated tasks
- Makes resources self-serve
- Digitizes processes to save paper and overall costs

3. Strengthens Co-ops

- Adds data protection and succession
- Improves data integrity
- Provides staff with communication control

The bottom line...

Transitioning to digital platforms is no longer optional for housing co-operatives seeking to uphold their principles in the modern age.

By moving from unmoderated social media to professional websites and enterprise tools, co-ops can ensure better member engagement, operational efficiency, and long-term community stability.

Learn more at coop.sevenfold.ca

