

[WWW.UK.COOP/FORTNIGHT](http://www.uk.coop/fortnight)

#UNWRAPCOOPS

WHAT IS CO-OP FORTNIGHT?



Every year hundreds of co-ops and organisations across the UK work together to promote co-ops during Co-op Fortnight (20 June to 3 July 2022).

- In 2022 we are celebrating the diversity of co-operatives in the UK by encouraging everyone to **#UnwrapCoops** and show the UK what we're about
- WE know why being part of a co-op is a great way to change our lives and communities for the better. This year we want to make sure everyone knows this – that co-ops can help to build a better world
- Take part in Co-op Fortnight by sharing stories about your members and how co-ops have changed their lives

Together we can spread awareness and create energy and buzz for co-ops and what they have to offer. Read on for ways to get involved...

[WWW.UK.COOP/FORTNIGHT](http://www.uk.coop/fortnight)

#UNWRAPCOOPS

WHAT YOU CAN DO – #UNWRAPCOOPS



- Encourage your members to tell their story using the unwrap.coop website. Whatever gets sent in will get turned into some interesting art and feed in to the campaign for Co-ops Fortnight.

Do you have a good story about why you're involved in our co-op, or what difference our co-op makes in your life? Tell your story at unwrap.coop #UnWrapCoops

- Share this on social media, including it on your website and send an email blast to your members

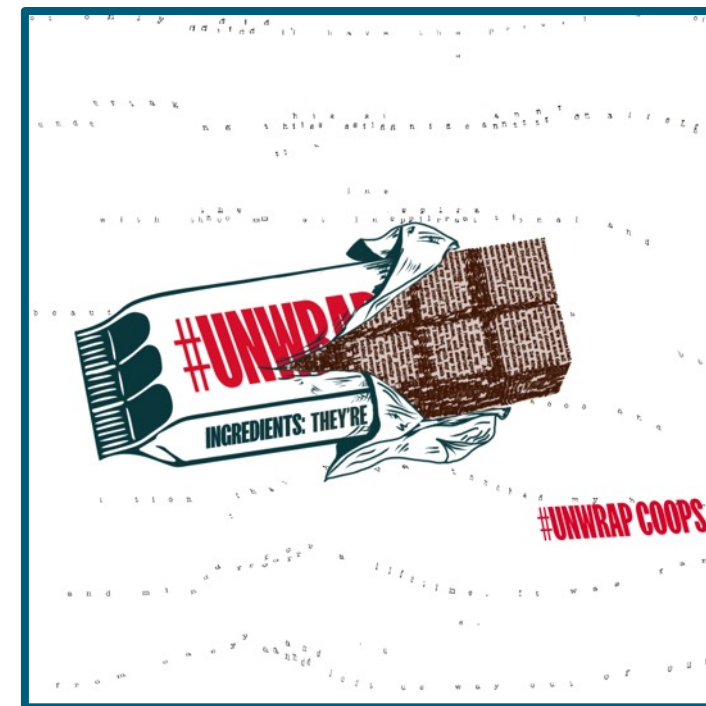
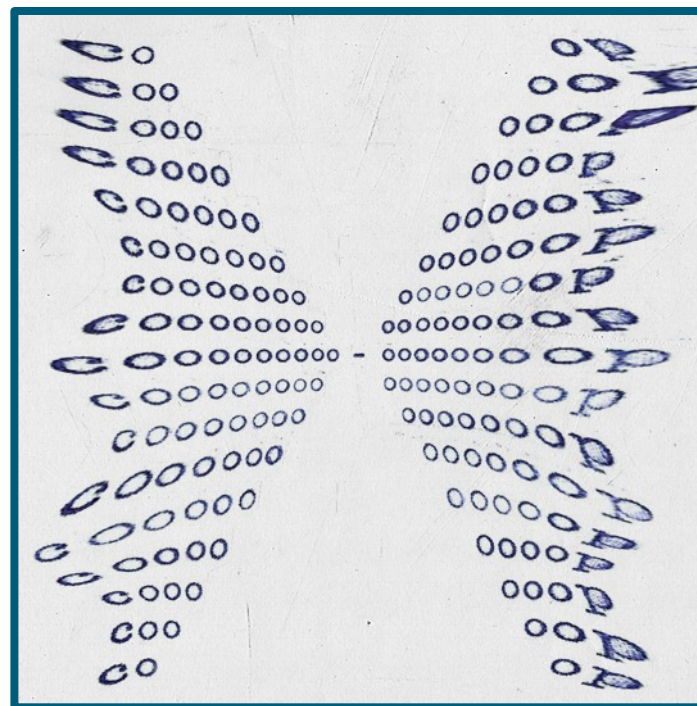
WWW.UK.COOP/FORTNIGHT

#UNWRAPCOOPS

WHAT YOU CAN DO – #UNWRAPCOOPS



Unique artwork will be created using the messages. Some will be available to download at www.uk.coop/fortnight/plans from Monday 13 June, the rest will be revealed from Monday 20 June onwards...



RESOURCES FOR YOU



- **We will help promote your Fortnight plans.** Tell us what you're doing at www.uk.coop/fortnight/plans and we will list it on our website.

Visit www.uk.coop/fortnight/get-involved to download

- **A template press release** to help you choose the best member stories to engage your local press
- **A social media guide** for creating the best content for your campaign
- **Posters** to display in your co-op to encourage members to write share how your co-op has made a difference in their life – take a photo and tweet it during the fortnight using **#UnwrapCoops** and **#WhyCoops**
- **Digital assets** that will be created using the amazing stories collected at unwrap.coop – available from Monday 13 June

[WWW.UK.COOP/FORTNIGHT](http://www.uk.coop/fortnight)

#UNWRAPCOOPS

GENERATE YOUR OWN... WHAT YOU CAN DO



- Celebrate your members by telling their stories about how life changed when they joined a co-op
- Encourage engagement by asking what your co-op means to your members
- Create interactive content like social media posts or videos
- Encourage user-generated content from your members including photo-sharing, quotes, and co-op advice. Then re-share the content your audience will love most

Use the **#UnwrapCoops** and **#WhyCoops** hashtags and **tag @CooperativesUK** and we'll share your amazing content throughout the fortnight!

WWW.UK.COOP/FORTNIGHT

#UNWRAPCOOPS

GENERATING YOUR OWN... VIDEO CONTENT



It doesn't matter if it's a short 10-second blip or a 60-second story, video is a great way to communicate with your followers:

- We'd love to see you #UnwrapCoops by sharing how your co-op has made your life better and why people would love taking part in co-ops
- Share your video any time from Monday 20 June until the 3rd of July. Make sure to use the **#UnwrapCoops** and/or **#WhyCoops** and we'll share it with our tens of thousands of followers
- Look at what else is being shared using the **#UnwrapCoops** and **#WhyCoops** hashtags to see what other co-ops are creating

We reached MILLIONS with Co-op Fortnight in 2021, let's go again!

[WWW.UK.COOP/FORTNIGHT](http://www.uk.coop/fortnight)

#UNWRAPCOOPS

GENERATING YOUR OWN... PRESS CONTENT



- You know the power of a great story. So do we, which is why Co-operatives UK is encouraging you to harness personal stories to help spread a new buzz and excitement for Co-op Fortnight 2022.
- We've created a quick guide to help you to engage your local press this Co-op Fortnight by showing them why it would be fun to get involved and spread the word
- **Why not link up with nearby co-ops?** Let's show the power of our 7,000 strong network doing incredible work for people and communities across the UK.

>> Find handy tips and a template press release to email to local journalists:
www.uk.coop/fortnight/get-involved

>> Contact communications@uk.coop with any successes so we can spread the word!

[WWW.UK.COOP/FORTNIGHT](http://www.uk.coop/fortnight)

[#UNWRAPCOOPS](https://twitter.com/UnwrapCoops)