



#UNWRAPCOOPS

Co-op Fortnight 2022 – Local Press Release

You know the power of a great story. So do we, which is why Co-operatives UK is harnessing personal stories to help spread a new buzz and excitement for Co-op Fortnight 2022.

This is a quick guide to help you engage your local press this Co-op Fortnight by showing them why it would be fun to get involved and spread the word.

This Co-op Fortnight

Employee happiness, working conditions, entrepreneurial spirit, and good old collaboration are all hot topics right now. Co-ops are one of the UK's best hidden success stories smack-dab in the centre of some of the best and most ethical working environments in the UK.

Once a year, co-ops of all shapes and sizes come together to show the power of co-operation during Co-op Fortnight. In 2022, Co-op Fortnight takes place from Monday 20 June to Sunday 3 July.

This year we're doing something a little different.

It feels like all of us need something uplifting. Something emotionally engaging. Some good news! We're celebrating the diversity of our co-op network so that everyone can see there's plenty of space for them to join us. Co-ops are a gift that gives back, no matter the nature of the business, the size, or the location.

We've launched the #UnwrapCoops campaign in anticipation for the fortnight. #UnwrapCoops will harness the power of stories to give members the chance to celebrate the positive influence their co-op has had on their lives.

Celebrating creates an irresistible energy. Sharing people's successes inspires others to take part. Stories emotionally engage people and creates interest in #WhyCoops are great for everyone.

And we think the local press would love a story like this.

How you can engage your local media

The first thing is to figure out what types of story or stories you'd like to tell. Who is your co-op's biggest enthusiast? Whose life has changed for the better? Active, enthusiastic members are at the heart of every successful co-operative.

Next is to figure out how to tell that story. What's at the emotional heart of it? What will people react to? What was life like before the Co-op and then afterward? Then it helps to plug the story into the 5 Ws – who, what, when, where, and why. It's a simple approach that journalists love.

It's vital to quickly get to the heart of the story – you can save the intro (who the story is about) until the end. For example "I never knew exactly how bad my life had gotten until



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I worked with good, supportive people” is more effective as an opener than “My name is ___ and I’m ___ years old. I work at ___ Co-op. My life wasn’t going too well...”

Small details really bring the story to life! Not too many that the story gets mired down, but enough to help the reader imagine the story visually. Think of how you tell stories at the pub, or over Sunday lunch, or even at work. What are the types of details that draw your listener in?

If you want to get your email to the journalist open, the subject line for the email should be something engaging that sparks curiosity. No longer than 5-6 words. Think of all the emails that journalist gets each day. How could you differentiate yourself? Is that subject line something you’d open?

It helps to include the journalist’s name both on the subject line and in the email. Even better, check out what types of stories they write and see if there’s a way of referencing them.

If you aren’t certain what to say, the following template is a great place to start. The words aren’t set in stone, but they give you a jumping off point.

Draft Press Release

Dear (INSERT NAME HERE),

As a reporter, you instinctively know the quickest way to get a reader to understand a chunk of information or feel a certain way is an engaging, personal story. So, we’re taking a leaf out of your book.

During our Co-op Fomrigh, we’re going to broadcast our members’ stories to inspire peoples’ lives! There are plenty to choose from because co-operatives are some of the biggest undiscovered successes in the UK, worth £40bn to the UK economy! And because they are owned and run by the people that need them, they’re more resilient than other forms of business (www.uk.coop/economy).

Co-ops are owned by the people closest to the business, not distant investors. This means beyond profits, co-ops focus how they bring value to their members and community. People are at the heart of what we do, and these people have intriguing stories.

Our co-operative, (NAME OF YOUR CO-OP) has been life-changing to the community of (INSERT VILLAGE/TOWN/NEIGHBOURHOOD). We can’t wait to share this!

The Event

We’re putting together a few personal stories with real impact. Like (INSERT YOUR STORY HERE WHICH SHOULD BE NO LONGER THAN TWO OR THREE PARAGRAPHS).

That’s the thing about these stories. They’re inspirational because they create buzz in a local community and give a solution that is actionable to those who have the same problems.



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So (INSERT JOURNALIST'S NAME HERE) we're hoping that you can help spread the good news. We know you've got a million local events you could cover, but people love a story with a fantastic ending that shows them how to get that fantastic ending too. We all need that kind of hope in 2022, don't we?

The Upcoming Fortnight

Co-op Fortnight is a two-week celebration of co-operatives. Our co-op is planning a few things including (INSERT YOUR PLANS HERE).

The annual Fortnight campaign runs from 20 June to Sunday 3 July. We'll be using the #UnwrapCoops hashtag (along with those stories) to celebrate our co-op and the many gifts that a co-op can give a local community!

We're curious about your take on our story and welcome the chance to collaborate with you and the wider community of (INSERT GOOD FIGURE OF HOW MANY PEOPLE IN THE NETWORK, WHETHER LOCAL OR NATIONAL) to motivate people and show them what they've got to gain from co-operatives.

You can find out more or tell us how you'd approach this as a news story by contacting us (INSERT YOUR CONTACT INFORMATION HERE). Our website is (INSERT ADDRESS). We'd love to answer your questions!

Thanks for your time and we'd love to hear from you soon!