



TOP 10 IDEAS for getting young people involved in Co-op Camp



- 10 **Link your social media to our social media and website.** Links to our accounts can be found at www.sask.coop. You can use the downloadable social media graphics from our camp sponsors webpage.
- 9 **Contact teachers at local schools and ask them to recommend students** who would benefit from the program. Tell the recommended students about the program and offer to sponsor them to attend Co-op Camp.
- 8 **Work with other co-ops and credit unions in your community** to recruit participants which will allow you to reach more young people, cut down costs, and strengthen links with other co-operatives in your area.
- 7 Work with members of local **Indigenous, New Canadian, ethno-cultural and community organizations.** Direct contact and offering to sponsor youth to attend Co-op Camp camp will help us ensure a diversity of young people are involved.
- 6 Send a mail-out to **young people and their parents on your membership list.** Youth are more likely to take an interest in the program when contacted directly. Don't forget **your own children and children of employees and board members.**
- 5 **Show the SCYP promotional video.** This is an easy way to promote the program if you have a screen or television in a high traffic area. Get the video from our website or contact us to receive a digital copy.
- 4 **Run the SCYP newspaper ad** (sample on reverse) in your newsletter and local media. Contact our office to receive a digital copy of the sample ad, customized with your logo and contact information.
- 3 **Have a past Youth Program participant make a presentation.** We can put you in contact with someone from your community or send staff from the Youth Program office to do a presentation.
- 2 **Supply your staff, school SRC/SLC, hockey team, or other local youth group with SCYP swag** (swag bags, t-shirts, tattoos, brochures and posters) to ensure they know about SCYP. Have your staff wear SCYP t-shirts to demonstrate your organization's commitment to developing young co-operative leaders in Saskatchewan.

And the Top Idea for getting young people involved in SCYP is ...

- 1 **Display the poster and brochures in a prominent place** and encourage your staff to point them out to young people and their parents. The main ways participants find out about the program are through co-operatives and credit unions, or by word of mouth from a friend or family member.

**Help get young people in Saskatchewan involved in co-operative education and co-operatives!
We rely on YOUR help to spread the word about Co-op Camp and recruit young people!**

BE CREATIVE! THESE ARE JUST A FEW IDEAS FOR INVITING YOUTH TO ATTEND CO-OP CAMP.

**CONTACT US AT 306-343-3583 OR SCYP@SASK.COOP
IF WE CAN HELP IN ANY WAY.**



Make meaningful memories ...

Come to Co-op Camp
July and August 2020

For more information
contact our
co-operative friends:

**Your
Logo**



306 244 3702
www.sask.coop

Sample Ad

Can be customized with your contact information and printed in black and white or colour. Contact the SCYP office at 306-343-3583 or tracey.quiring@sask.coop to have the ad customized for you!