

KEEPING ENGAGED!

Even after a one-on-one conversation, many people will need several Green Top encounters before they are ready to join us. For your friends who seem interested but are not quite ready, you can help facilitate additional informal encounters in the days/weeks following your chat. Here are some ideas:

Invite them to 'like' us on Facebook. They'll get updates on what we have going on, and start to experience the community we're building!

Forward them our newsletter, and invite them to sign up to receive it themselves. It's another great way to ensure they see the ongoing activities we are doing, and hopefully they'll get caught up in the action.

Heading to Common Ground in Urbana for a bit of shopping? Invite a couple of your guests to join you for a road trip. It's a fantastic way to let them experience what it is we're trying to build here in Bloomington-Normal.

Do you go to the Downtown Bloomington farmers market? Do you take advantage of the Winter Market? Invite one of your guests to join you, and then stop by the Green Top booth to say hello. Let them meet other Green Top enthusiasts!

Bring them to an open Green Top Event. Look for events that are open to non-owners: 'Lunch & Learn' events and informational sessions; **GTG happy hours** and socials; and 'What is a Co-op and Why Should I Care?' informal presentations. Invite your guests to join you at those events. And remember, we're always looking for suggestions: let Green Top Outreach members know what types of public events you think would help you nudge those interested guests into actually becoming owners!

Did you see an article about a co-op grocery, an issue related to the organic food industry, or local farming methods? Stories about people re-engaging with fresh, local food are making headline news these days so reach out to your friends and former guests with a link and a quick note about how they may find the article interesting! You can also find wonderful articles and engaging videos on www.strongertogether.coop.

Send them an informative and fun video link. Sometimes pictures and a great script can explain better than anything! Stronger Together offers this beautifully done video that tells exactly 'What's to love about a food co-op.'

<http://strongertogether.coop/food-coops/food-co-op-impact-study/>

Finally, keep your Green Top Outreach liaison posted! They are ready to work with you to move your guests from interest to ownership after your gathering.