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## CO-OP CONNECTIONS

Building stronger  
connections between  
business and community.



## INTRODUCING CO-OP CONNECTIONS

### What is Co-op Connections?

Co-op Connections is a program dedicated to giving back to our members and communities. This program benefits FreeState members by offering valuable benefits of a business's choice and in turn, promotes shopping locally.

### How does it work?

If you decide to participate in the program, the business owner will sign a year-long agreement to offer a benefit of the business's choosing to cooperative members. Once the agreement is signed, the business name will be added to FreeState's participating businesses list. Cooperative members will show their card, either on the Cooperative Connection app or a physical card as shown above, to receive the benefit chosen by each individual business.

### What benefit can we offer?

The discount or special offer given to co-op members is up to the business. Examples of typical discounts are:

- 10% off regular priced paint and paint accessories
- Free drink with a purchase of a meal
- Buy one, get one free
- 20% off your entire order on Tuesdays

## BUSINESS BENEFITS

Co-op Connections is a free program that provides marketing opportunities and community engagement between FreeState members and local businesses.



### Increase Exposure

Businesses can gain more business exposure to FreeState's 14,900 members across nine counties.



### Build Connections

Grow your network throughout FreeState's nine county service territory.



### Print Publicity

Participating businesses will be listed in FreeState's newsletter and center spread annually.



### Free Participation

Businesses can sign up as a participant at no cost. Get free publicity and marketing!

## CARD VARIATIONS

The Co-op Connections program is intended to benefit communities and cooperative members. To help reach this goal, we offer two options for members to carry their cards.



### Printed Card

Members can choose to carry a physical Co-op Connections card featuring FreeState's logo on the front. Showing this card is one option for members to receive the exclusive benefit.



### Smartphone App

Downloading the Co-op Connections app gives members the option to virtually show their card to businesses to receive the exclusive benefit.

