



2014 Membership Survey

2014 Survey

- Objectives:
 - Connect with members
 - Gather information
 - Identify member needs to help with strategic planning
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- Launched in March 2014
 - 32 members interviewed



Member Statistics

- 65% - six or fewer members
- 12.5% - more than 21 members
- 85% - have nine or fewer non/members
- Sales levels varied considerably
- Newer co-ops had lower sales
- 45% have \$100,000 or less in annual sales



Challenges

- Financial
- Business challenges
- Personnel challenges
- Co-op challenges
- Other



Training

- Financial topics or raising capital
- Marketing related
- Co-op development/governance
- Engaging members
- Finding resources
- Networking with other co-ops



Why a member of CWCF

- Connections/collaboration (be part of the co-op movement/sector)
- Guidance/information/support
- Lobbying
- Seemed like the right thing to do.
- We support the co-op movement and generally want to transform the economy into something more sustainable
- Committed to CWCF
- Feel a sense of solidarity with the rest of the WC movement



CWCF Conference

- 56% have attended a conference in the past
- Reasons
 - Meeting and connecting
 - Location
 - Workshop topics



What could CWCF do?

- Advocacy and lobbying at the political level including favourable tax treatment
- Resources including availability to consult and respond to questions
- Information such as management tools, business documents, member manuals, share structures, etc.
- Building a more personal relationship with members by direct contact /visits



- Develop inter co-operative procurement and worker co-op exchanges
- Connect co-ops, for example - local networking and connections
- Share inspirational stories using multi-media
- Increase the profile of CWCF nationally
- Incorporate more French
- Consult with members as necessary (e.g. indivisible reserves)
- Services, such as funding, health insurance



Conclusions

- Newer co-ops eager to engage
- Co-op members need:
 - Information
 - Supports
 - Resources
- Those who have connected are more engaged
- Members all face challenges



Conclusions

- Financing /funding/raising capital
- Management/business
- Co-op development/governance
- Decision making/member communications/
engagement
- Networking/sharing

