



Top 8 *Easy* Things Partners Can Do To Increase Membership

1. Do you belong to a church, civic association, PTA, etc? Get a copy of the cohousing slide show from The Cohousing Company (www.cohousingco.org). Take it “on the road.” Try to schedule a talk at least every other month. The members of Mid Atlantic Cohousing (<http://www.MidAtlanticCohousing>) will be delighted to come talk to your group.
2. Write letters to the editor in response to articles you read in newspapers and other print media about community, families, childcare, seniors, singles, single parents, etc. The Editorial page of the newspaper or periodical is the most underutilized page in the paper.
3. Get and wear an “Ask Me About Cohousing” button. These are available through this website: www.cohousing.org
4. Create and wear a cohousing T Shirt to your group’s outreach functions -- this gives guests a sense of who is in the community. It gives guests something to join.
5. Wear your Tshirt to functions outside of your group’s functions. Be prepared to talk about your group when someone

asks “What is cohousing?” Write and practice a 10 second “elevator speech” about your group and cohousing.

6. Carry brochures and hand outs w/ you at all times.

7. Have you told EVERYONE you know about your group and your project? I found out about cohousing through a friend who wasn't herself interested and who learned about it through a friend of hers.

8. Put a cohousing bumper sticker on your car.