canada co-op



la Coopérative du Quartier Petit Champlain, Old Quebec

Choose Co-op for the Holidays

Campaign toolkit

November – December 2026

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About this toolkit

A practical campaign members can adapt and share

Choose Co-op for the Holidays is a public-facing campaign built around Canada Co-op's Find a Co-op map. It promotes co-operatives in consumer choices, raises visibility of co-operatives, and gives Canadians a practical reason to use the map during a season when they are already buying gifts, planning meals, booking travel and choosing services.

How to use

This toolkit helps Canada Co-op members connect their own products, services, locations, networks and resources to the campaign. Use it to support your holiday communications, including newsletters, website content, social media, board updates, employee communications and member or stakeholder outreach. It includes:

- **Campaign overview and key messages —** the campaign idea and ready-to-use messages for promoting Find a Co-op.
- **Social media content —** 10 ready-to-customize captions: one Facebook post and one LinkedIn post for each of the five campaign themes, including suggested hashtags.
- **Campaign themes —** five adaptable ways to connect your organization, members, products, services, experiences or resources to the holiday campaign.
- **Visual direction —** a suggested visual concept for each theme to guide the use of Canada Co-op campaign graphics or your own approved images.
- **Activation tools —** the Co-op Holiday Checklist, suggested timing, a publishing checklist and simple measures of success.

Suggested timing

1. **Nov 23 – 29: Launch and holiday discovery**

Introduce the campaign and encourage your audience to consider co-operative options before completing their Black Friday and Cyber Monday shopping.

- **Publish one campaign launch post followed by a product, gift or experience post during the Black Friday weekend.**

2. **Nov 30 – Dec 13: Holiday choices and stories**

Build awareness by showing the variety of ways people can choose co-op. Move beyond general campaign messaging and highlight specific products, services, locations, people or stories connected to your organization.

- **Publish one or two posts each week using the campaign themes most relevant to your organization. Use a different example in each post and include a direct link whenever possible.**

3. **Dec 14 – 24: Final preparations and last-minute discovery**

Help people complete the plans and purchases still on their lists. Content during this period should be especially timely, practical and easy to act on.

- **Publish one practical reminder during the week of December 14 and one final post between December 21 and 24. Only promote products or services that remain available, and clearly identify any deadlines, locations or holiday hours.**

Make the suggested posts your own

- Replace bracketed text with your organization's name, location, offer and link.
- Use one specific example rather than describing everything your organization does.
- Confirm products, services, locations, images and links before posting.
- Adapt the captions to your voice and audience.

A note on audience

The ultimate audience for the campaign is the everyday Canadian who wants to make good choices but does not have time to research every co-operative. They would rather support local and Canadian businesses, but co-ops can feel difficult to identify or access. The campaign should therefore be:

1. **Concrete**: show a real product, service, place, experience or resource.
2. **Easy**: give one clear action and one direct link.
3. **Plain-language**: avoid sector jargon and assume little prior knowledge.
4. **Useful**: help someone complete something already on their holiday list.
5. **Inviting**: encourage discovery without guilt or pressure.

6. **Reinforcing**: Ensure every post connects back to the bigger idea of why choosing co-op matters. Whether showcasing a product, service or experience, reinforce that choosing a co-operative means supporting businesses that put people and communities first. Every co-op choice is also a gift to a stronger, more resilient Canadian economy and community.

Why promote *Find a Co-op* map?

The map turns awareness into discovery and action

The Find a Co-op map makes the co-operative economy visible, searchable and local.

It shows breadth and depth: *Find a Co-op* helps people see that co-operatives, credit unions, *caisses* and mutuals are present across Canada and active in many parts of daily life.

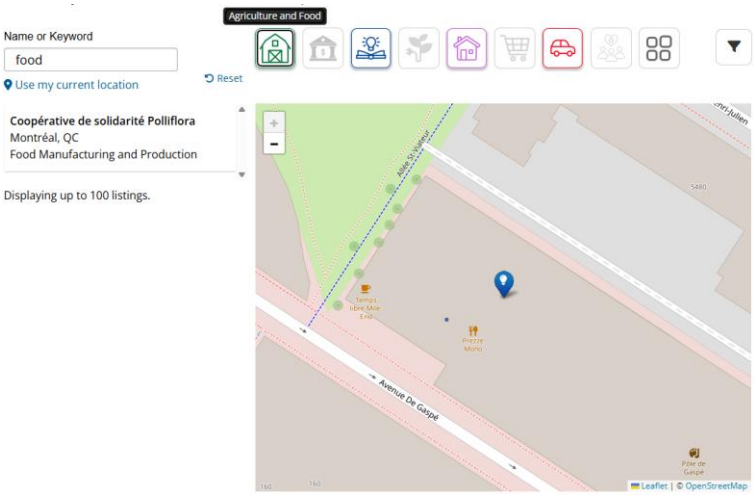
It helps people find co-ops in their community: the map gives someone a practical starting point instead of asking them to research the sector alone.

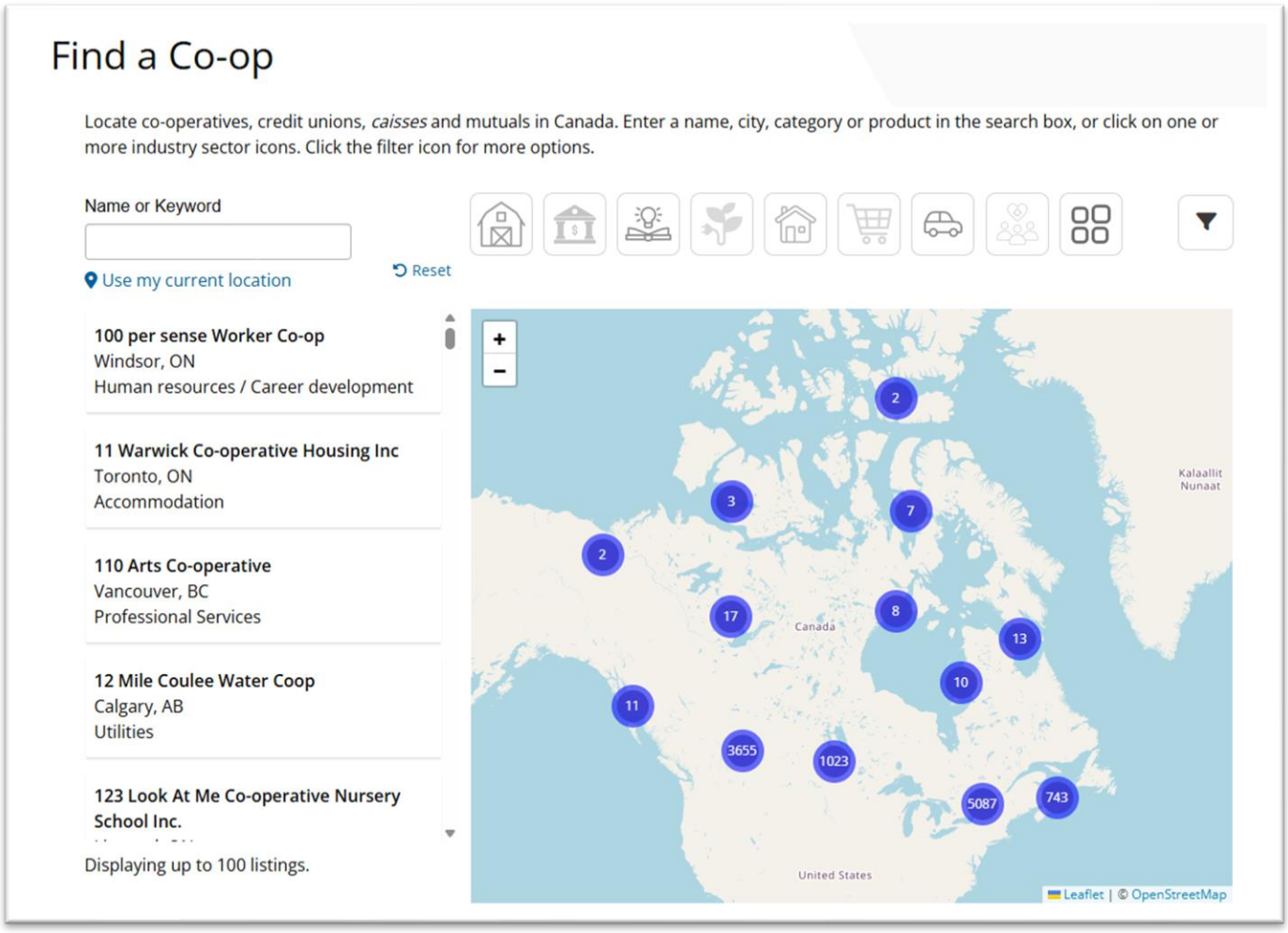
It can support growth and visibility: more people using and sharing the map can help more Canadians discover co-operative options.

It provides one shared call to action: members in different regions and sectors can all direct audiences to the same national discovery tool

How the map works

Search. Filter. Discover.
Find a Co-op is a searchable national database of co-operatives, credit unions, *caisses* and mutuals across Canada. Use the **category filters** to narrow what you are looking for and the **map filters** to focus on a particular area. Then explore the results to discover co-operative products, services and organizations near you.





Think of *Find a Co-op* as a searchable database, not just a map. Search, filter, zoom and explore to discover co-operative options that match what someone is looking for.

- Zoom in to explore a specific area
- Search by name or keyword
- Use the category filters
- se additional map filter
- Try “Use my current location”
- Combine search tools

Campaign idea

How much of your holiday list can you find at a co-op?

The campaign centers on choices someone may already be making during the holidays. It introduces is a simple possibility: some of those gifts, foods, experiences and services may be available through a co-op.

Campaign journey
FIND — Find a co-op near you.
CHOOSE — Choose co-op for something already on your list.
DISCOVER — Notice how co-ops are part of everyday life.

The Co-op Holiday Checklist

☐ Buy one gift from a co-op.
☐ Put a co-op product on your holiday table.
☐ Try a co-op you have never visited.
☐ Choose a co-op experience or practical service.
☐ Tell someone about a co-op you value.
☐ Use the Find a Co-op map to discover what is nearby.

Key messages

Choose local. Choose Canadian. Choose co-op.

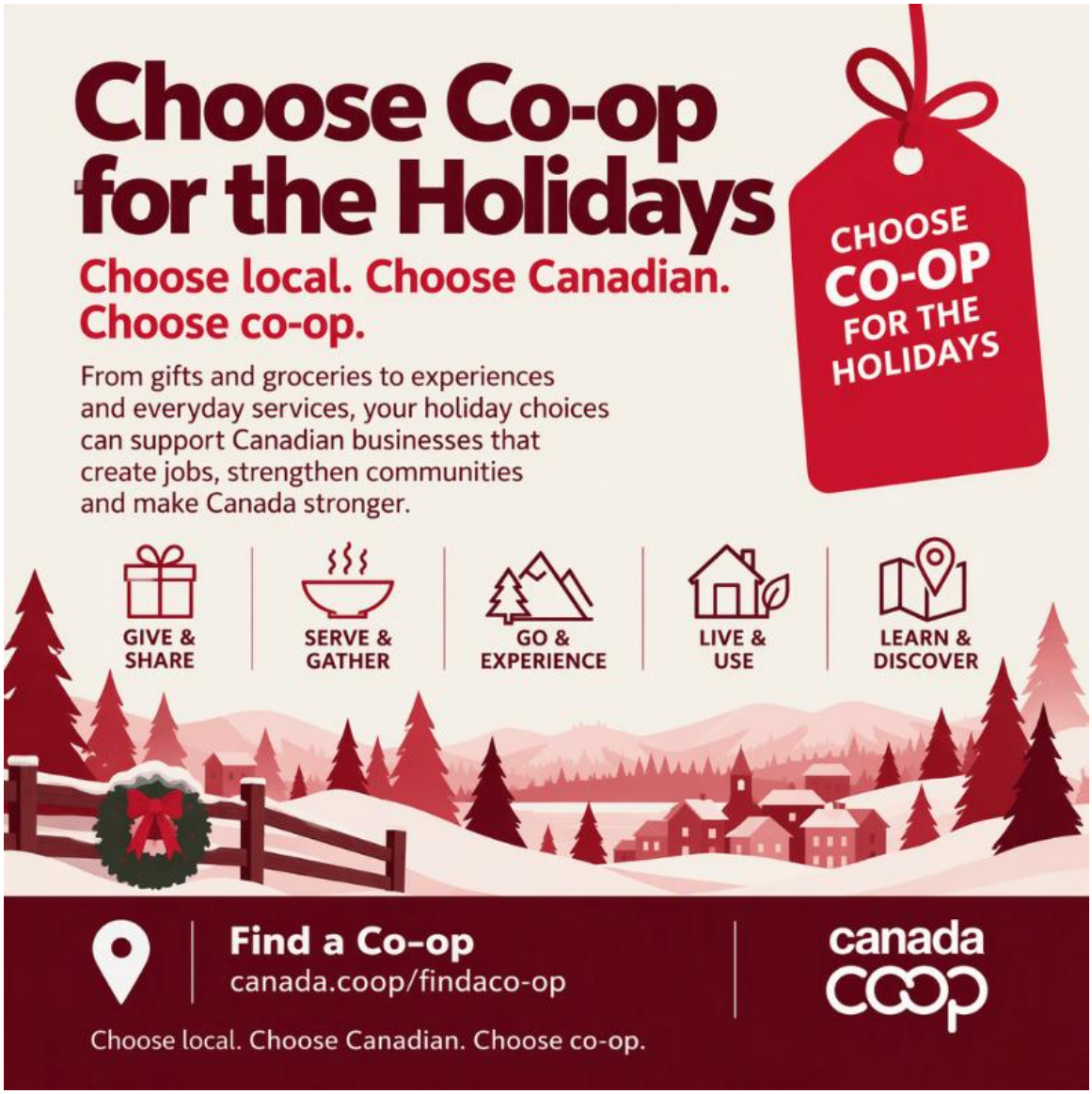
- When you choose co-op, you're not just giving something to someone on your list. You're supporting a better way of doing business and helping build stronger communities. That's a gift to all of us.
-
- From gifts and groceries to travel and everyday services, there may be more ways to choose co-op than you think.

- *Find a Co-op* helps Canadians discover co-operative options, including those close to home.

- You do not need to change everything. Start with one co-op to visit, try or learn about.
- Choosing co-op means better business and stronger communities.

Every member that shares the map helps make co-ops more visible. The main call to action is: **Choose Co-op for the Holidays!**





Download these and all other social media graphics here: Choose Co-op for the Holidays_Choisissez coop pour les Fêtes

Social media content themes

Broad enough for every member; concrete enough for the everyday Canadian.

Theme 1: Give and share

Gifts, gift cards, experiences, memberships and useful recommendations.

Short-form post

There's something special about giving a gift with a local story behind it.

A favourite food. A handmade find. A cozy winter essential. A gift card or experience. Something you know they'll actually use.

This holiday season, add co-op to the places you look for inspiration. Choosing a co-op gift can support a Canadian business rooted in its community.

🎁 Use ***Find a Co-op*** map to see what you can discover near you.
http://www.canada.coop/findaco-op

When you choose co-op, you're not just giving something to someone on your list. You're supporting a better way of doing business and helping build stronger communities. That's a gift to all of us.

Choose local. Choose Canadian. Choose co-op.

#ChooseCoop #FindACoop #HolidayShopping #ShopLocal #BuyCanadian #CanadaCoop #CoopsBuildCanada

Long-form post

What if one of the gifts on your holiday list could come from a co-op?

Choosing a gift from a co-op means your holiday spending can also support a Canadian business rooted in its community. It's a small way to help build stronger local economies and a stronger Canada.

Co-ops across Canada offer products, gift cards, experiences and services that can make thoughtful holiday gifts. Depending on where you live, you might find locally produced food, artwork, books, clothing, outdoor supplies, an experience to enjoy together or a gift card that helps someone discover a new co-op.

This holiday season, we're inviting you to consider *[INSERT SPECIFIC PRODUCT, GIFT CARD, EXPERIENCE OR GIFT IDEA]*.

It is one practical way to support a local co-operative that is connected to its members and community.

Choose local. Choose Canadian. Choose co-op.

Not sure where to begin? Use Canada Co-op's ***Find a Co-op*** map to search by location, category or product and see what you can find near you:

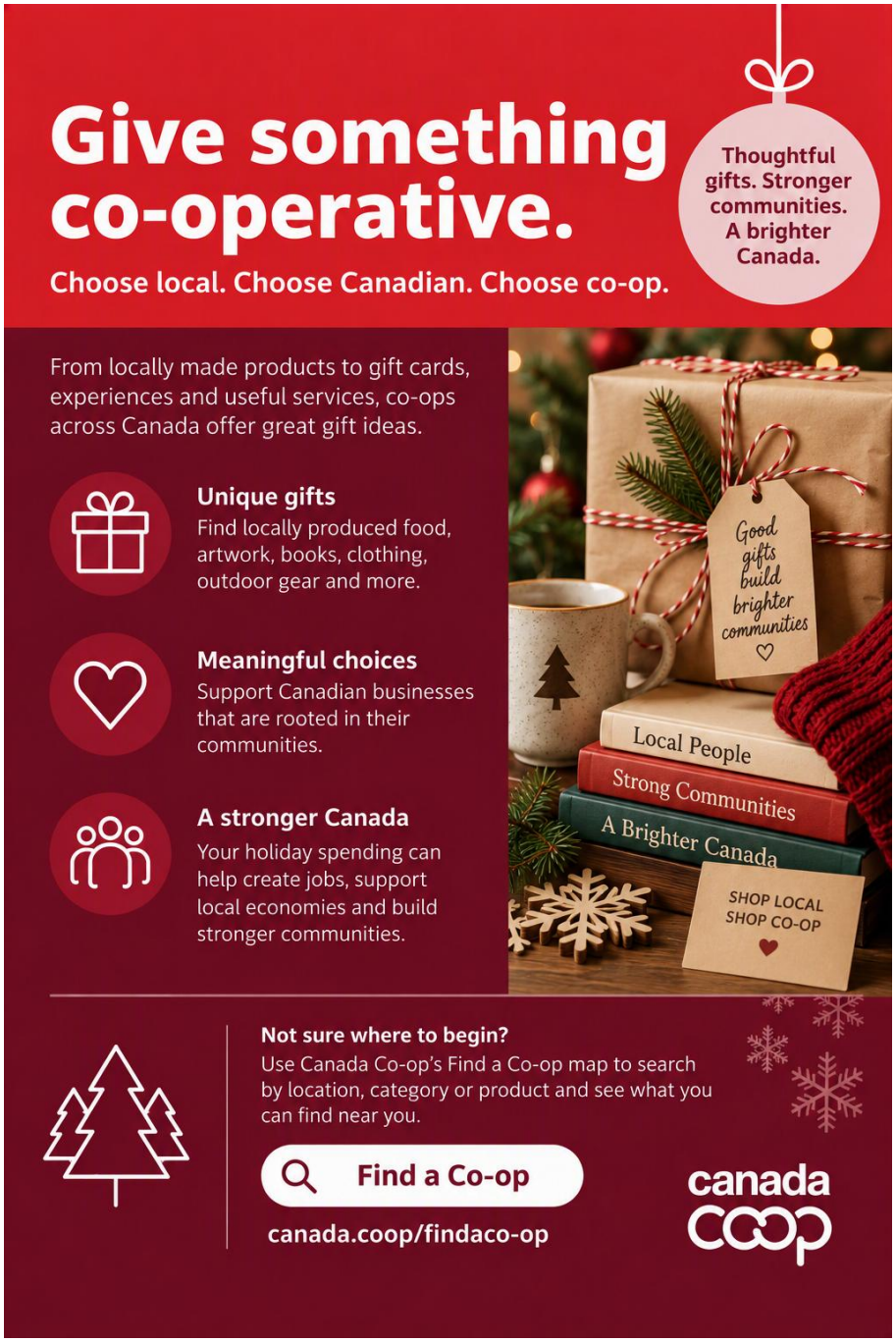
🔎 Explore ***Find a Co-op*:**
http://www.canada.coop/findaco-op

📖 Learn more about the size and impact of Canada's co-operative economy:
https://canada.coop/wp-content/uploads/Canada-Co-op_Power-the-Economy_Report.pdf

Have you discovered a great gift from a co-op? Share your recommendation in the comments so someone else can add it to their list.

#ChooseCoop #FindACoop #HolidayShopping #ShopLocal #BuyCanadian #CanadaCoop #CoopsBuildCanada #ItsBusinessButBetter #PowerTheEconomy

Infographic options




Give and share
Thoughtful gifts. Stronger communities.
Find unique, useful and locally made gifts at co-ops across Canada.
CHOOSE CO-OP FOR THE HOLIDAYS
Co-op
Find a Co-op
canada.coop/findaco-op
canada coop
Choose local. Choose Canadian. Choose co-op.

Theme 2: Serve and gather

Food, beverages, groceries and holiday-table ideas.

Short-form post

Cheese for the snack board. Something sweet for dessert. Fresh bread. Local meat or produce. A bottle to share.

There are plenty of ways to bring co-op to the holiday table.

Choosing co-op can help support Canadian producers, businesses and communities. Use *Find a Co-op* to discover food, beverages, groceries and producers near you. ✨

Choose local. Choose Canadian. Choose co-op.

Find a Co-op near you and put co-op on the table this holiday season:
http://www.canada.coop/findaco-op

#ChooseCoop #FindACoop #HolidayTable #CanadianFood #ShopLocal #CanadaCoop #CoopsBuildCanada

Long-form post

What will be on your holiday table this year?

Choosing co-op for your holiday table helps support Canadian producers, businesses and communities. What you're already planning to serve can also become a small way to help build a stronger Canada.

From milk, cheese and honey to baked goods, meat, produce, pantry staples and beverages, co-operatives are connected to many of the foods Canadians enjoy every day.

This season, we're highlighting *[INSERT SPECIFIC FOOD, BEVERAGE, PRODUCER, RETAIL LOCATION OR MEMBER EXAMPLE].*

Look for one co-op product when planning your next meal or gathering. You may be surprised by what you find.

🔎 Search for food, agricultural and retail co-ops using the ***Find a Co-op*** map: http://www.canada.coop/findaco-op

Choose local. Choose Canadian. Choose co-op.

What co-op product belongs on your holiday table? Tell us in the comments.

#ChooseCoop #FindACoop #HolidayTable #CanadianFood #ShopLocal #CanadaCoop #CoopsBuildCanada #ItsBusinessButBetter #PowerTheEconomy

Infographic options




Serve and gather
Good food brings people together.
Discover co-op food, drinks, groceries and producers near you.
CHOOSE CO-OP FOR THE HOLIDAYS
Co-op
Co-op
Find a Co-op
canada.coop/findaco-op
canada coop
Choose local. Choose Canadian. Choose co-op.

Theme 3: Go and experience

Travel, transportation, destinations, visits, recreation and media.

Short-form post

Some of the best holiday gifts don't need to be wrapped.

A winter outing. A weekend away. An afternoon exploring somewhere new. A shared activity or experience.

If something different is on your holiday list, see where co-op could take you. *Find a Co-op* can help you discover co-op travel, recreation, destinations, transportation and more. ❄

When you choose co-op, you're not just giving something to someone on your list. You're supporting a better way of doing business and helping build stronger communities. That's a gift to all of us.

Choose local. Choose Canadian. Choose co-op.

Find a Co-op and give an experience with a co-op connection!
http://www.canada.coop/findaco-op

#ChooseCoop #FindACoop #HolidayExperiences #ExploreCanada #ShopCanadian #CanadaCoop #CoopsBuildCanada

Long-form post

What if your next holiday gift were an experience rather than an object?

Co-operatives are not limited to products on a store shelf. They are also connected to transportation, travel, community destinations, recreation, hospitality, arts, culture and media.

Choosing a co-op experience or service can help keep more of the value from what you're already spending connected to the communities where co-ops operate.

We invite you to *[INSERT SPECIFIC EXPERIENCE, ACTIVITY, SERVICE, DESTINATION OR RESOURCE].*

If you are travelling, visiting family or looking for something different to do this season, add one more step to your planning: see whether there is a co-op connection nearby.

🔎 Search by city, category or product using ***Find a Co-op***:
http://www.canada.coop/findaco-op

🌐 Learn more about some of the co-operatives that make up a strong Canadian co-operative economy: https://canada.coop/our-members/

When you choose co-op, you're not just giving something to someone on your list. You're supporting a better way of doing business and helping build stronger communities. That's a gift to all of us.

Choose local. Choose Canadian. Choose co-op.

#ChooseCoop #FindACoop #HolidayExperiences #ExploreCanada #CommunityBusiness #CanadaCoop #CoopsBuildCanada #ItsBusinessButBetter #PowerTheEconomy

Infographic options




Go and experience
Give them something to look forward to.
Discover co-op travel, recreation, destinations, transportation and more across Canada.
CHOOSE CO-OP FOR THE HOLIDAYS
TRAVEL
RECREATION
DESTINATIONS
AND MORE
Co-op
Find a Co-op
canada.coop/findaco-op
canada co-op
Choose local. Choose Canadian. Choose co-op.

Theme 4: Live and use

Banking, insurance, housing, utilities, pensions, health and practical services.

Short-form post

Co-op isn't only something you buy. It can also be part of how you live.

Canadians bank, insure, live, save and access everyday services through co-operative organizations.

This holiday season, look beyond your shopping list. Use *Find a Co-op* to discover co-operative services and organizations near you. You might be surprised by what you find. 🎄

When you choose co-op, you're not just giving something to someone on your list. You're supporting a better way of doing business and helping build stronger communities. That's a gift to all of us.

Choose local. Choose Canadian. Choose co-op.

Discover the co-ops near you: http://www.canada.coop/findaco-op

#ChooseCoop #FindACoop #EverydayCoop #SupportLocal #CanadianBusiness #CanadaCoop #CoopsBuildCanada

Long-form post

Co-op is not only something you buy. It can also be part of how you live.

Canadians use co-operative organizations to bank, insure their homes and vehicles, access housing, receive services, obtain energy, save for retirement and meet many other everyday needs.

We provide *[INSERT SPECIFIC SERVICE, PRACTICAL BENEFIT OR MEMBER EXAMPLE].*

You may already use a co-operative service without thinking of it as part of the wider co-op economy. Or there may be an option in your community that you have never explored.

This holiday season, try searching for a service rather than a product. You may discover that choosing co-op can extend far beyond your shopping list. And it's a way to keep more of the choices you make every day connected to Canadian communities and the people who live and work in them.

🔎 Find a co-op near you:
http://www.canada.coop/findaco-op

📖 Read **Power the Economy: Canada's Co-operative Advantage** and learn how co-ops help build a strong economy in Canada:
https://canada.coop/wp-content/uploads/Canada-Co-op_Power-the-Economy_Report.pdf

Choose local. Choose Canadian. Choose co-op.

#ChooseCoop #FindACoop #EverydayCoop #CommunityOwnership #CanadianBusiness #CanadaCoop #CoopsBuildCanada #ItsBusinessButBetter #PowerTheEconomy

Infographic options




Live and use
Co-op is part of everyday life.
Discover co-operative banking, insurance, housing, energy, health and other services near you.
CHOOSE CO-OP FOR THE HOLIDAYS
CREDIT UNION
Find a Co-op
canada.coop/findaco-op
canada co-op
Choose local. Choose Canadian. Choose co-op.

Theme 5: Learn and discover

Associations, federations, developers, councils, education and research.

Short-form post

How many co-ops could you name in your own community?

Co-ops are part of more of everyday life than you might realize, from food and retail to housing, finance, insurance, energy and more.

This holiday season, explore the *Find a Co-op* map. Search your community, try a category you've never explored and discover one co-op you didn't know before.

When you choose co-op, you're not just giving something to someone on your list. You're supporting a better way of doing business and helping build stronger communities. That's a gift to all of us.

Choose local. Choose Canadian. Choose co-op.

🔎 Use the ***Find a Co-op*** map to discover the variety of co-ops near you: http://www.canada.coop/findaco-op

#ChooseCoop #FindACoop #DiscoverCoop #LearnAboutCoops #CommunityEconomy #CanadaCoop #CoopsBuildCanada

Long-form post

How many co-ops could you name in your own community?

Many people recognize familiar co-op names but do not realize how broad the co-operative economy really is.

Co-operatives, credit unions, *caisses* and mutuals operate in housing, finance, food, insurance, energy, retail, healthcare and many other sectors. Canada has more than 6,000 co-operatives and mutuals, and more than 14 million Canadians are members of one.

Organizations such as ours help strengthen that network by *[INSERT VERIFIED EDUCATION, RESEARCH, DEVELOPMENT, FEDERATION OR NETWORK ROLE].*

Not every co-op connection begins with a purchase. Sometimes it starts by learning what a co-op is, recognizing one in your community or sharing a useful resource with someone else.

Try the ***Find a Co-op*** map today:

Search for your city or community.
Explore one category you have never searched before.
Choose one co-op to learn more about.
Share what you find with someone else.

🔎 Start exploring:
http://www.canada.coop/findaco-op

Choose local. Choose Canadian. Choose co-op.

What did you discover?

#ChooseCoop #FindACoop #DiscoverCoop #LearnAboutCoops #CommunityEconomy #CanadaCoop #CoopsBuildCanada #ItsBusinessButBetter #PowerTheEconomy

Infographic options




Learn and discover
More co-ops than you might think.
Explore the variety of co-ops in your community.
CHOOSE CO-OP FOR THE HOLIDAYS
FOOD
HOUSING
SERVICES
RECREATION
AND MORE
Find a Co-op
canada.coop/findaco-op
canada coop
Choose local. Choose Canadian. Choose co-op.

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