

How to Get Young People Involved in the Saskatchewan Co-operative Youth Program

Top 10 Ideas for

10. Post a link to the SCYP's website (<http://youth.sask.coop>) on your organization website. This is a great way to let your members explore the program and its benefits on their own time.
9. Contact teachers at the local schools and ask them to recommend students who would benefit from the program. Contact the recommended students; tell them about the program and let them know you'd like to sponsor them to attend a Co-op camp.
8. Work with other co-ops and credit unions in your community to recruit participants. By working together, you can reach more young people, cut down costs, and strengthen links with other co-operatives in your area.
7. Work with members of the local Aboriginal community and immigrant and ethno-cultural organizations. Direct contact and offering to sponsor youth to attend an SCYP camp will help build your relationships in the community and help us ensure a diversity of young people are involved.
6. Develop a list of young people from your membership list to contact directly about Co-op Camp. With direct contact, youth are more likely to take an interest in the program. Use your database to do a mail-out to young members and their parents. Remember to provide the info to your own children and children of employees and board members.
5. Show the new SCYP promotional video. This is an easy way to promote the program if you have a TV and DVD player, or screen in a high traffic area. Contact us to receive a DVD copy of the video, or download it from our website.
4. Customize the sample SCYP newspaper ad (on reverse) and run it in your newsletter and local media. Be sure to indicate who to contact, applicable deadlines, and that your organization will provide sponsorship. Contact our office to receive a digital copy of the sample ad, customized with your contact information.
3. Have a past Youth Program participant make a presentation. We have a database of past participants who can act as ambassadors of the program and we'll put you in touch with someone from your community. We may also be able to send staff from the Youth Program office to do a presentation.
2. Supply your staff, school SRC, hockey team, or other local youth group with SCYP swag (t-shirts, tattoos, brochures and posters) and ensure they know about SCYP. SCYP t-shirts and buttons help us promote the program and build interest in our Co-operative Youth Seminars. Your staff wearing SCYP t-shirts also helps demonstrate your organization's commitment to developing young co-operative leaders in Saskatchewan.



And the Top Idea for getting young people involved in SCYP is...

1. Display the poster and brochures in a prominent place and encourage your staff to point them out to young people and their parents. Participants tell us the main ways they find out about the program are through co-operatives and credit unions, or they are told about SCYP by a friend or family member. Remember, young people support our communities and co-operatives. Help keep young people in Saskatchewan—get them involved in co-operative education and co-operatives! We rely on YOUR help to spread the word about the program and recruit young people!

These are just a few ideas for getting the word out about the Youth Program. Feel free to be creative and please contact us if we can help in any way.