



September 2022

Dear Cooperative Colleague,

As you may be aware, in 2020, the Saskatchewan Co-operative Association (SCA) launched the #LocalCoopLove online Scavenger Hunt to celebrate National Co-op Week. This Co-op Week initiative was so well received that in 2021, the Manitoba Cooperative Association (MCA) joined the fun with a total of 129 teams from five provinces participating last year. Given the success of the last two years, SCA and MCA are again teaming up for this initiative in 2022. We are inviting your co-op to support and participate in this exciting and fun Co-op Week activity.

The Co-op Week themed online scavenger hunt, run through the GooseChase application, allows anyone with a smartphone and internet connection to participate. People can play by themselves, with their families, with co-workers and/or a combination of people. It is free for participants to play, and players are given a series of missions/tasks that are designed for people to be able to do on their own, within their own communities. Previous missions have combined a variety of written, photo, artistic (drawing and poetry), and action tasks to give participants a variety of challenges to complete.

SCA and MCA were thrilled with the results of the 2021 #LocalCoopLove Scavenger Hunt, with 461 submissions and 13 teams completing all 17 missions. The Scavenger Hunt helps to engage the public in Co-op Week activities while also serving as a means of awareness and education of the co-operative network in our provinces. This is also a great opportunity to highlight all the wonderful work co-operatives accomplish throughout our communities.

We will be delivering the 2022 #LocalCoopLove Scavenger Hunt during Co-op Week, from October 16 – 22, 2022. Both provincial organizations will actively promote the scavenger hunt to Saskatchewan and Manitoba audiences using our various communication channels.

We would like to offer your co-op the opportunity to join us in celebrating Co-op Week through this scavenger hunt. There are three ways to get involved:

- First, we are looking for **prizes** that can be awarded to teams who successfully complete their missions. Ideally, these prizes can be easily mailed to the winning teams easily upon completion of the hunt. Gift cards that can be used across a variety of provinces/territories (wherever players may reside) would be ideal. Prize donors will be acknowledged in our promotion of the hunt on SCA's and MCA's social media channels.

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- The second way to become involved is to provide a **cash contribution** of \$500 or more. These cash contributions will be used to pay for the licensing fees to the GooseChase app, online advertising of the hunt, and for the purchase of prizes. In turn you would have the opportunity to develop a specific mission/task on the hunt that would promote, highlight, or educate about your particular co-op. For example, the mission could be to draw your company mascot or logo, or to do some research on your website and write a poem about a particular part of your business. We would work with you to develop your mission/task. We will share these submissions (completed tasks) with you, so you can share them on your social media platforms. Given the creative responses we received last year, there are sure to be some great submissions and they can provide really fun content for your social media platforms. And of course, SCA and MCA will be actively promoting you and your participation in this program through our various communication channels.
- Thirdly, we would appreciate any cross **promotion** of this initiative that you would be willing to do. We have a small promotional budget, but if you would be willing to promote the event on your social media channels, that would greatly expand our reach.

SCA and MCA are excited to celebrating Co-op Week together and offering this program to residents across our provinces. It is an exciting opportunity to engage with people from a variety of backgrounds and a variety of ages in the celebration of the positive impact of co-ops in our communities. We hope that you will join us in this celebration. If you are interested in supporting this program with a cash contribution or with prizes for participants, please let us know by September 30th so we can plan appropriately. Or, if you need more information about the scavenger hunt and how it works, please don't hesitate to reach out to either of us.

We thank you for your continued support of our Associations.
Co-operatively,



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