



YOU HOLD THE KEY
FIX THE CO-OP HOUSING CRUNCH

CHF BC You Hold the Key Campaign Co-op Champions Job Description

Care about co-ops? Got what it takes?

Are you passionate about your co-operative community? Do you want to see members who need financial help to stay in their homes get it? Do you want to make sure the MLA and the MP in your riding support rent-geared-to-income programs? Talk to us! The Co-operative Housing Federation of B.C. is recruiting co-op members to act as “Co-op Champions” during our You Hold the Key Campaign. This is your chance to hold the politicians’ collective feet to the co-operative fire.

Here’s the Job

As a CHF BC Co-op Champion, you’ll represent the co-op movement during the You Hold the Key Campaign. Your job will be to get MLAs, MPs and civic officials to commit to supporting provincial funding for a rent-geared-to-income program for Section 95 co-ops and others facing the end of their operating agreements. These co-ops have either already lost or will lose their federal funding over the next few years— four of them right here in B.C. in the next year. We want the province to step up to the plate and provide that funding. CHF BC is proposing a solution which we hope to see enshrined in the B.C. Budget. With your help, we’ll see that solution in print with real dollars attached to it. During the course of the campaign, you’ll meet lots of people, talk to the media, mobilize your fellow co-op members and ensure that low-income, senior and disabled co-op members stay in their homes with the support they need.

What you’ll do

Co-op Champions work like party candidates during an election. And just like them, you’ll hit the Campaign trail running. Here’s what you’ll be asked to do:

- **Tell us your story!** The CHF BC You Hold the Key Campaign Team will interview you so we can share your co-op experience and passion in print, broadcast and web-based materials
- **Act as spokesperson** at CHF BC-organized campaign events and be available for media interviews to get the message out to the public and politicians
- **Attend meetings and events** with members of the CHF BC You Hold the Key Campaign team and get key players to commit to provincial support for a rent-geared-to-income program for co-ops facing EOA challenges

- **Share your experience** with your fellow co-op members and the public by posting to Facebook, sending out Tweets and appearing on live streaming video

How we'll help

You won't be alone! The CHF BC You Hold the Key Campaign Team will give you the resources you need to shine as a Co-op Champion. We'll be there to provide you with:

- Media training so you can get the message across clearly and powerfully
- Communications materials like brochures, DVDs, backgrounders and other pieces that reinforce your arguments and get the message out
- A political primer with tips and hints on who's who, how to ask questions that get answers and other important info

Let's make a difference!

As a Co-op Champion, you'll act as an ambassador for the co-operative housing movement and be the CHF BC's "troops on the ground" during the You Hold the Key Campaign. You'll raise the profile of CHF BC campaign goals with government, the public and the media. You'll also provide the You Hold the Key Campaign Team with material for social media and other communications materials to get the message out throughout B.C. and Canada. Working together, we can secure build a coalition of supporters to ensure the provincial government steps up to the funding plate.

Sign up now

Got your running shoes on and ready to hit the You Hold the Key Campaign trail? Tell us. To sign up as a Co-op Champion, please contact:

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