

Guerilla Marketing



How to promote your
Home Care Co-op on a
shoestring

Marketing Plan



Budget – start ups: 12 – 20% of projected revenue,
established business: 10% of projected revenue

Flexibility - be able to take advantage of opportunities
that come along

Track labor – even if this is volunteer labor

Evaluation – Measurement for assessing effectiveness,
client feedback, ROI – assess the return on investment

Your Audience



- **Potential Clients** (*print ads, yellow pages*)
- **Client's family members** (*social media, print ads*)
- **Referral Sources** (*relationship building, brochure*)
- **Health Care professionals** (*brochure, events*)
- **General Public** (*print ads, brochure, events*)
- **Caregivers** (*events, social media*)

Marketing Materials



- Brochure and holders
- Posters and flyers
- Website/Facebook/Twitter
- Employee ID - Name tags/T-shirts/scrubs
- Magnetic car decals/bumper stickers
- Logoed give-aways – pens, pill box, first aid kits, hair combs, etc.
- Displays for tabling

Brochures



- Use pictures of real clients and caregivers.
- Use testimonials from clients, family members, healthcare professionals, caregivers.
- Contact information
- Services offered – general list, not too detailed
- Why is your HC agency different? Co-op advantage.
- Include pricing?



402 E. Main St.
PO Box 620
Wautoma WI 54982
Phone: 920-787-1886
Fax: 920-787-1888
www.cooperativecare.us



Whether you need short-term care while recovering from an acute illness or you are looking for someone to help your elderly or disabled loved one remain in their home, we can help. Give us a call today. (920)787-1886

Providing **In-Home Services** to meet your individual needs.

Services include:

- Bathing and Hygiene Assistance
- Dressing and Grooming
- Mealtime Assistance
- Household Chores
- Grocery shopping
- Food preparation
- Laundry
- Respite care
- Companion Services



Services make a great gift. Give your mom, dad or other loved ones a gift certificate for companion care or other services.

Workers with values dedicated to keeping you in your home

Contact Us today for a Free No Obligation Consultation to learn more about all that Cooperative Care has to offer you and your family.

Phone: 920-787-1886 Fax: 920-787-1888

Email: info@cooperativecare.us

Web site: www.cooperativecare.us

A Worker Owned Company



Providing personal and home care services to members of our community



Personal Care

Our Personal Care Providers are there for those in need of assistance with bathing, feeding, general grooming, dressing, hygiene, toileting, mobility, oral care & more.



Respite Care

Ever feel like you need a break? We can give that to you. Our providers can take over the caretaking of your loved one for you while you take a well deserved break. Remember, you aren't able to take care of your family well, if you don't take care of yourself.



Companion Care

Living by yourself can be a lonely place to be. Give us a call and we will come to your house if you would like to have someone to talk with, play games or cards, reminisce, go for a ride, take a walk, or whatever it is you want to spend our time together doing.



Home Care

Home Care Providers are ready to assist with your laundry, shopping, dusting, vacuuming, mopping and meal preparation just to name a few of the many services offered.



402 E. Main St., PO Box 620, Wautoma WI 54982
Phone: 920-787-1886 Fax: 920-787-1888
www.cooperativecare.us

Whether you need short-term care while recovering from an acute illness or you are looking for someone to help your elderly or disabled loved one remain in their home, we can help. Give us a call today. (920)787-1886

PENINSULA HOMECARE COOPERATIVE

We work for you...
not a corporation



We are a co-op of loving,
experienced caregivers, devoted
only to you and your family.

(360)385-9664
peninsulahomecare.coop
thrive@peninsulahomecare.coop

Love
Prevails
over
corporate
profits



Your care is our only obligation.

- ❖ Assistance with Personal Care
- ❖ Medication Reminders
- ❖ Medical-Team Liaison
- ❖ Companionship
- ❖ Recreational & Cultural Jaunts
- ❖ Preparing Nutritious Meals
- ❖ Shopping & Transportation
- ❖ Household Chores

Rates start at \$25 an hour

Call today for a
no-obligation introduction

PENINSULA HOMECARE COOPERATIVE

peninsulahomecare.coop

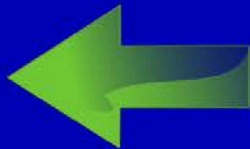
(360)385-9664

PO Box 468

Port Townsend, WA 98368

Not just breathing~ But truly Living

Taking a holistic view of each individual Client, these are just some of the services we provide...



*100% Local
Caregiver-owned and Operated*

DO UNTO ELDERS

Do unto elders as you'll want done to you

Down Life's road you're walking,

Path ahead and out of view

There are parts that may not follow

Like your body or your mind;

The example you can be now -

May it be then what you will find.

Care it forward

Love it forward

Seek it forward

Now's the time

The needling curve of aging

Is not there to shame or test,

But to give the opportunity

For the youngers to live best.

Cindy VanEpps
eQuality HomeCare



eQuality HomeCare Co-op

**Better Quality of Life
for Care-Recipients
AND Caregivers**



830-500-2384

11 Eden Drive
New Braunfels, Texas 78130

www.equality.homecare.coop

Circle of Life Caregivers Take Pride In Our Business

- *Circle of Life is a Worker-owned Cooperative*
- *We take pride in being caregivers and in being the owners of our business*
- *We are committed to team work*
- *Good communication with our clients is a priority for us*
- *We understand the challenges facing family caregivers*
- *We enjoy being with elders*
- *We are caring, respectful and friendly*
- *We are active members of our local community*

Photography by Kathleen English



Circle of Life Caregiver Cooperative



Our office is located in the historic Herold Building in Downtown Bellingham.



(360) 647-1537

www.circleoflife.coop

1155 N. State St. Suite 525 Bellingham WA 98225
Fax (360) 647-1540 • info@circleoflife.coop

Circle of Life Caregiver Cooperative



At Home Care for Whatcom County



(360) 647-1537

www.circleoflife.coop

Our mission is to provide compassionate and respectful caregiving services by empowering our caregivers through ownership of the business.

Cost of Services

- Fees for shifts of three hours or more are \$23 per hour.
- Shifts less than three hours are charged at a higher rate.
- Long term care insurance eligible.



Circle of Life Caregiver Cooperative

Provides These Services:

Household Chores

- Laundry
- Dishwashing
- Cleaning
- Cooking
- Shopping
- Sweeping & Vacuuming

Personal Care

- Assistance with Activities of Daily Living
- Bathing Assistance
- Nail Care
- Assistance in Dressing
- Medication Monitoring
- Companionship
- Assuring Personal Safety

Other Services

- Pet Care
- Errands
- Transportation
- Travel Companionship
- Exercise Assistance
- 24 hour care

Service plans are individualized to give each person the appropriate amount and type of help needed to allow him or her to remain as independent as possible.



Circle of Life Caregiver Cooperative is licensed by the Washington State Department of Health to provide personal care at home to elders, disabled persons and those recuperating from injuries or medical treatment.

Circle of Life Caregivers have state required training and background checks.

Our Caregivers have experience in caring for people with many different cognitive and physical limitations.

**LICENSED INSURED
PROFESSIONAL**



Circle of Life
Caregiver Cooperative

(360) 647-1537 www.circleoflife.coop
1155 N. State St. Suite 525 Bellingham WA 98225
Fax (360) 647-1540 • info@circleoflife.coop



Advertising



- Ads for Services
 - Newspapers
 - Community bulletin boards (physical and online)
 - Newsletters
 - Senior Resource publications
- Ads for Caregivers
 - Craigslist
 - Employment Security/Worksource
 - School job boards
 - Newspapers/community papers

At Home Care for Whatcom County

Household Chores
Personal Care

Worker-Owned
Cooperative

We've Moved!

1155 N. State St. Suite 525

Bellingham

circleoflife.coop



Circle of Life
Caregiver Cooperative

(360) 647-1537



re Moore
 Mark, and
 b Mann;
 Altenhof;



Home Care for Seniors

Caregiver Owned

Dedicated • Invested • Licensed

Personal care • Meal preparation

Light housekeeping • Medication Reminders

Alzheimer's/Dementia Care • Transportation

Best Rates!

*We are 100%
 Locally Owned*

830.500.2384

**eQuality
 HomeCare**

*Worker-owners.
 Extraordinary care.*

eQuality.HomeCare.coop

We are a group of loving,
experienced caregivers devoted
to you and your family.




**Peninsula Homecare
Cooperative
(360) 385-9664**



**SEEKING NEW OR
EXPERIENCED
CAREGIVERS**

PENINSULA HOMECARE COOP,
the first & only worker-owned home
care agency on the Olympic Pen-
insula, is accepting applications
for new & experienced caregivers.
Working for Peninsula Homecare
is an opportunity to have a special
one-on-one relationship with clients
while enjoying the benefits & cama-
raderie of a cooperative. We offer
the highest hourly wage for care
giving on the Peninsula. Please call
360-385-9664 for more information
or stop by the office at 610 Polk St.,
Uptown, Port Townsend.

★ CNA's and HCA's-Worker Owned Co-op (Whatcom County) 



We are looking for experienced Certified Nursing Assistants (CNA's), Home Care Aides (HCA's) and caregivers to become a part of our team. We are an in home caregiving agency that provides companionship, personal care and transportation to elderly and disabled people in Whatcom County. AND we are a worker-owned cooperative!

Benefits we provide include:

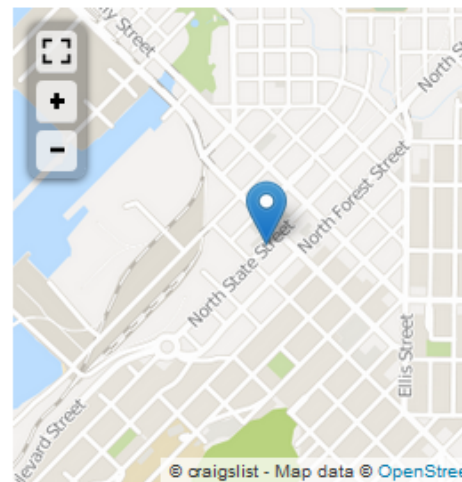
- Reimbursement for re-certification and required training costs
- Profit sharing
- One week of paid time off
- Paid staff meetings
- 100% of Labor and Industries Workmen's Compensation premiums (No L & I payroll deductions)
- Birthday bonuses
- Democratic member control
- Satisfaction in knowing that you are providing a service that makes the world a better place

After a six month trial period, members are paid \$13.25/hour for shifts three hours or more, \$14.85/hour for two hour shifts and \$19.25/hour for a one hour shift.

Job Qualifications

- HCA or CNA certification and/or work experience with elderly or disabled populations
- Completion of federal background check
- Work experience with elderly and disabled populations
- Strong communication skills
- Responsible and accountable

Our mission is to provide compassionate and respectful care by empowering our caregivers through ownership of the business. If this sounds like something that you would like to be a part of, visit our website at www.circleoflife.coop/employment-application/ to fill out an application. For more information, call us at or come visit us in the Herald Building at 1155 North State St., Suite 525



1155 N. State St Suite 525

[\(google map\)](#)

compensation: 13.25+ after a 6 month trial

employment type: employee's choice



Events




- Sponsoring events/Vendor tabling
 - Health Fairs
 - Caregiver Conferences
 - Job Fairs
- Community events
 - Parades
 - Community “work days”
 - Alzheimer’s Walk
- Create your own event!



Health+Wellness+Fitness Expo

Keep your brain healthy and
your memory sharp!

- * Eat antioxidant-rich foods (think bright colors on your plate).
- * Drink plenty of fresh water.
- * Sleep is as important to our mental health as eating, drinking and breathing.
- * Exercise is also one of the most effective ways to improve your mental health.
- * Recognize the heart/brain connection – stay socially active and take the time to do things that make you happy.
- * Learning a new skill is a great tool to keep your brain sharp.



"Our vision is a world where elders and those in need of care live with comfort, companionship and dignity in their homes and in the community."

**PENINSULA
HOMECARE
COOPERATIVE**

360-385-9664

Peninsula Homecare Cooperative

The First Worker-Owned Homecare Agency on the Olympic Peninsula

PREPARING FOR THE SILVER TSUNAMI

Experts predict a need for 1.3 million new caregivers to meet homecare needs over the next decade. Port Townsend, with 24.5% of our population 65 years and older, is feeling the pinch of this caregiving shortage.

Peninsula Homecare Cooperative offers a solution in the worker-owned homecare model:

- ❖ Living Wages
- ❖ Self-Empowerment as Worker-Owners
- ❖ Continued Education in a Growing Industry

"Our vision is a world where elders and those in need of care, live with dignity, comfort, and companionship in their homes and in the community"



**Northwest
Cooperative
Development
Center**

NWDC secured grants to cover the costs of our legal and licensing fees. Cooperative development expert, Deborah Craig, was the organizing and informational power behind our endeavor.

Riding the Wave of Community Support



Our founding Board of Directors is a coherent group of passionate, like-minded caregivers sharing a common goal for the community. The board met once a week for many months setting policy and best practices for the benefit of the cooperative's future members and clients.



Co-op enthusiast Deb Wiese, has attended all our meetings as an invaluable friend and gifted facilitator.



Team Jefferson submitted our Business Opportunity Form to members of the Local Investment Opportunity Network and arranged the time and place for us to present our project. We secured funds for our start-up costs.

First public meeting introducing the concept of a worker-owned homecare agency

April 2015

Founding Board of Directors elected and bylaws adopted

July 2015

Incorporated as Peninsula Homecare Cooperative

September 2015

Secured start-up funds through the Local Investment Opportunity Network

November 2015

Secured business licenses, moved into an office and hired first employees

December 2015

Passed the state audit for compliance with state laws for the homecare industry

January 2016

Opened for Business!

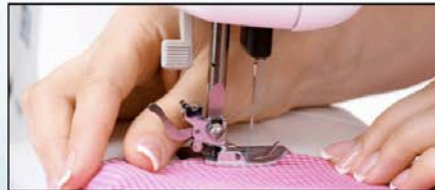
February 2016

Mend-a-thon!



**June 20th
10am - 2pm
Opportunity Room**

*Give us your tired, your torn
Your favorite items yearning to be worn
With some stitches they'll be good as new
While you support good causes too!**



*pay for mending with voluntary donation. Proceeds benefit Eden Hill Park and The HomeCare Foundation

Training Caregivers to Market



Create an expectation for caregiver marketing

- New employee orientation
- Membership orientation

Create marketing training

- In the Home – Your clients, family members and other health care professionals
- Canvassing – Elevator speech, Brochure in hand
- Rewards/Prizes for referrals

Events

- Representing your co-op to the general public
- Public speaking, articles, etc.



We work
for you
not a
corporation

We are a co-op of experienced, loving caregivers, devoted only to you & your family.

PENINSULA HOMECARE COOPERATIVE

360-385-9664

peninsulahomecare.coop

PHC - HOMECARE
(360) 385-9664

PHC - HOMECARE
(360) 385-9664

PHC - HOMECARE
(360) 385-9664

PHC - HOMECARE
(360) 385-9664

PHC - HOMECARE
(360) 385-9664

PHC - HOMECARE
(360) 385-9664

PHC - HOMECARE
(360) 385-9664

PHC - HOMECARE
(360) 385-9664

PHC - HOMECARE
(360) 385-9664