

Find It Quickly

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Give online at <http://toolboxfored.org/coopoly/funding/>

Introduction

The Toolbox for Education and Social Action (TESA) developed and launched *Co-opoly: The Game of Cooperatives* in November 2011. The game has since been distributed to more than 20 countries around the world, sent to hundreds of communities in the United States, and played and enjoyed by thousands. *Co-opoly* has proven to be a tremendously fun game as well as a powerful educational and organizing tool for the cooperative community. (Read our *Testimonials* on page 9 to find out what people are saying!)

Now we're almost out of the first pressing—and we'd like to take *Co-opoly* to the next level in the second edition by printing twice as many copies, making it smaller, building additional educational resources to be used alongside it, and making it accessible to far more communities. With your help, we can continue to provide *Co-opoly* as a vital resource to the cooperative community. In return, you'll get amazing rewards and benefits, such as being featured in the game; having your logo on the box; receiving free copies of *Co-opoly*; having a custom version of the game designed for your organization; receiving free advertising for your organization in a *Co-op & Allies Spotlight* book, and so much more! All contributions are tax deductible! (See page 2 for details.)

What Is Co-opoly? What Has Its Success Been?

In *Co-opoly: The Game of Cooperatives*, players collaborate to found and run a democratic business. To survive as individuals and strive for the success of their co-op, players make tough choices regarding big and small challenges while putting their teamwork abilities to the test. This is an exciting game of skill and solidarity, where everyone wins—or everybody loses. In *Co-opoly*, players discover the unique benefits, challenges, and operations of the cooperative world—as well as the skills needed to participate in a co-op.

Co-opoly is for teens and adults, and it has been played by people who are starting co-ops, co-op developers, community organizers, educators, journalists, families, and many others. The game has been utilized in schools, universities, co-op board meetings, homes, cafes, bars, and at co-op celebrations and conferences. TESA has also produced a wide range of additional resources—workshops, workbooks, introduction to co-op guides—that can be used alongside *Co-opoly* to maximize its impact.

Since its launch, *Co-opoly* has been a hit across the country and the world, as well as highly reviewed by cooperators and professional gamers alike. The first edition sold out quicker than we anticipated, which speaks to the desire for such a resource. *Co-opoly* is a great game for all kinds of people from all walks of life, from active co-op members to those simply looking to have a fun game night without all the drama.

The Second Pressing: Why We Need Your Help

TESA is breaking new ground here by printing a board game in the “fair trade” ethics. (The game is produced completely in the United States, primarily by other co-ops, and all on sustainable resources). We don’t know of any other mass-produced game that does this. However, this means our production expenses are not cheap. It costs us roughly \$30 a game to produce (not including our own time and labor)—making it impossible for us to fund without outside support, and cost prohibitive for others to buy. Therefore, we need your assistance to make *Co-opoly* possible. This support will allow us to make each unit smaller and easier to transport and to drop the cost of the game per unit, making it more accessible.

If we are able to produce these 2,000 copies for our second pressing, then *Co-opoly* will reach, at an absolute minimum, at least 8,000 to 12,000 additional people with the powerful message of the cooperative movement. In all likelihood, this number will actually surpass 20,000 people. Coming off the International Year of Co-operatives, this isn’t an opportunity we can pass up as a community. With your assistance, *Co-opoly* can introduce new people to co-ops and cooperation and provide an outstanding outreach and educational resource for existing co-ops and new co-op initiatives. The second pressing will be out by November of 2012, in time for the holidays.

Contributions and Benefits

On the next few pages are details of the rewards you can receive for various levels of contribution to the second pressing of the game. Contribution levels range from \$100 to \$10,000, and there are great benefits and ways to highlight your organization at every step. **All contributions are tax deductible! Contributions of more than \$100 will be acknowledged with a 1099 form. Payments will be processed by the Cooperative Development Institute, please write out all checks to them.**

You can give online, or via check by sending it to the address below. We’re incredibly happy to discuss contributions and rewards with you ahead of time.

Online	Phone	Mail
Give online at TESA's website:	Talk to TESA directly at:	Send your check to:
http://www.toolboxford.org	617-252-8799	The Toolbox for Education and Social Action 12 Linden Street Northampton, MA 01060
E-mail us at: contact@toolboxford.org		

Deadline for contributions is November 2, 2012



\$100 or more

- One copy of Co-opoly
- *Your choice of one Community- or Education-themed expansion pack*
- Five *10 Reasons Co-ops Rock* posters
- *Your organization's name on the Supporter page of our site, linked to your website*
- A set of 10 Reasons Co-ops Rock stickers
- *A handwritten thank you note from the TESA team*

\$250 or more

- Two copies of Co-opoly
- *Your choice of two Community- or Education-themed expansion packs*
- Ten *10 Reasons Co-ops Rock* posters
- *Your organization's name in the Supporter section of the instructions booklet, included with each game*
- Your organization's name on the Supporter page of our site, linked to your website
- *An 1/8-page ad in the Co-op Spotlight, included with the first 500 games ordered (a \$500 value)*
- A set of 10 Reasons Co-ops Rock stickers
- *A handwritten thank you note from the TESA team*
- Your co-op featured in a half-page example in the "What is a Co-op?" zine, with up to a page of dedicated space. One copy of this 16-page zine is included with every game.

\$500 or more

- Three copies of Co-opoly
- *Your choice of three Community- or Education-themed expansion packs*
- Twenty-five *10 Reasons Co-ops Rock* posters
- *Your organization's name, along with a 25-word description, in the Supporter section of the instructions booklet, included with each game*
- Your organization's name and logo on the Supporter page of our site, linked to your website
- *A 1/4-page ad in the Co-op Spotlight, included with each of the first 500 games ordered (a \$1000 value)*
- A set of 10 Reasons Co-ops Rock stickers
- *A handwritten thank you note from the TESA team*
- Your co-op featured in a full-page example in the "What is a Co-op?" zine, with up to a page of dedicated space. One copy of this 16-page zine is included with every game.

Continued...



Deadline for contributions is November 2, 2012



\$1,000 or more

- Four copies of Co-opoly
- *Your choice of five Community- or Education-themed expansion packs*
- Twenty-five *10 Reasons Co-ops Rock* posters
- *Your organization's name, along with a 25-word description, in the Supporter section of the instructions booklet, included with each game*
- Your organization's name and logo on the Supporter page of our site, linked to your website
- *A 1/4-page ad in the Co-op Spotlight, included with each of the first 500 games ordered (a \$1,000 value)*
- A set of 10 Reasons Co-ops Rock stickers
- *A handwritten thank you note from the TESA team*
- A card used in gameplay will feature your organization's work. Limited availability, act quickly!
- *Your organization featured in a half-page interactive exercise from our stand-alone Cultivate.coop handbook—100 pages of information about how co-ops work, written by cooperators about their real-life experiences. The handbook is an interactive resource that will be used in places of learning, including universities.*

\$1,500 or more

- Five copies of Co-opoly
- *Your choice of ten Community- or Education-themed expansion packs*
- Twenty-five *10 Reasons Co-ops Rock* posters
- *Your organization's name, along with a 50-word description, in the Supporter section of the instructions booklet, included with each game*
- Your organization's name and logo on the Supporter page of our site, linked to your website
- *A highlight (1/2 page) insertion in the Co-op Spotlight, included with every copy of the game (2,000 insertions, a \$6,000 value)*
- A set of 10 Reasons Co-ops Rock stickers
- *A handwritten thank you note from the TESA team*
- A card used in gameplay will feature your organization's work. Limited availability, act quickly!
- *One additional Co-opoly game, including either the Community or Education-themed expansion packs, donated to the recipient of your choice*
- Play as your co-op! Your co-op can be the highlight of Co-opoly with a listing in the Suggested Co-ops section. Players will read a 25-word description of your co-op and have the choice of playing the game as you.
- Your organization featured in a one-page interactive exercise from our stand-alone Cultivate.coop handbook—100 pages of information about how co-ops work, written by cooperators about their real-life experiences. The handbook is an interactive resource that will be used in places of learning, including universities.
- *Shared banner advertising space on Cultivate.coop for one year*

\$2,500 or more

- Five copies of Co-opoly
- *Your choice of fifteen Community- or Education-themed expansion packs*
- Twenty-five *10 Reasons Co-ops Rock* posters
- *Your organization's name, along with a 50-word description, in the Supporter section of the instructions booklet, included with each game*
- Your organization's name and logo on the Supporter page of our site, linked to your website
- *A highlight (1/2-page ad) in the Co-op Spotlight, included with every copy of the game (2,000 insertions, a \$6,000 value)*
- A set of 10 Reasons Co-ops Rock stickers
- *A handwritten thank you note from the TESA team*
- A card used in gameplay will feature your organization's work. Limited availability, act quickly!
- *Two additional Co-opoly games, including either the Community or Education-themed expansion packs, donated to the recipients of your choice*
- Play as your co-op! Your co-op can be the highlight of Co-opoly with a listing in the Suggested Co-ops section. Players will read a 25-word description of your co-op and have the choice of playing the game as you.
- *Your organization featured in a one-page interactive exercise from our stand-alone Cultivate.coop handbook—100 pages of information about how co-ops work, written by cooperators about their real-life experiences. The handbook is an interactive resource that will be used in places of learning, including universities.*
- Shared banner advertising space on Cultivate.coop for one year
- *Your organization's name and logo on the Co-opoly box, with a message of thanks for your support*
- Ten t-shirts with the 10 Reasons Co-ops Rock graphic on the front

\$5,000 or more

- Five copies of Co-opoly
- *Your choice of twenty Community- or Education-themed expansion packs*
- Twenty-five *10 Reasons Co-ops Rock* posters
- *Your organization's name, along with a 50-word description, in the Supporter section of the instructions booklet, included with each game*
- Your organization's name on the Supporter page of our site, linked to your website
- *A highlight (1/2 page) insertion in the Co-op Spotlight, included with every copy of the game (2,000 insertions, a \$6,000 value)*
- A set of 10 Reasons Co-ops Rock stickers
- *A handwritten thank you note from the TESA team*
- A card used in gameplay will feature your organization's work. Limited availability, act quickly!

- *Three additional Co-opoly games, including either the Community or Education-themed expansion packs, donated to the recipients of your choice*
- *Play as your co-op! Your co-op can be the highlight of Co-opoly with a listing in the Suggested Co-ops section. Players will read a 25-word description of your co-op and have the choice of playing the game as you.*
- *Shared banner advertising space on Cultivate.coop for one year*
- *Your organization's name and logo on the Co-opoly box, with a message of thanks for your support*
- *A 5-hour consultation with TESA, the makers of Co-opoly, to guide the development of your co-op's educational materials, programs, and digital resources*
- *Exclusive access to future Co-opoly brainstorming sessions as part of a Co-opoly Planning Committee, and the opportunity to contribute ideas to the future of the game*
- *A 10 Reasons Co-ops Rock beautifully designed vinyl banner (sized 3'x4') to hang in your co-op*

\$7,500 or more

- *Five copies of Co-opoly*
- *Your choice of twenty-five Community- or Education-themed expansion packs*
- *Twenty-five 10 Reasons Co-ops Rock posters*
- *Your organization's name, along with a 50-word description, in the Supporter section of the instructions booklet, included with each game*
- *Your organization's name on the Supporter page of our site, linked to your website*
- *A feature (full page) insertion in the Co-op Spotlight, included with every copy of the game (2,000 insertions, a \$12,000 value)*
- *A set of 10 Reasons Co-ops Rock stickers*
- *A handwritten thank you note from the TESA team*
- *A card used in gameplay will feature your organization's work. Limited availability, act quickly!*
- *Three additional Co-opoly games, including either the Community or Education-themed expansion packs, donated to the recipients of your choice*
- *Play as your co-op! Your co-op can be the highlight of Co-opoly with a listing in the Suggested Co-ops section. Players will read a 25-word description of your co-op and have the choice of playing the game as you.*
- *Shared banner advertising space on Cultivate.coop for one year*
- *Your organization's name and logo on the Co-opoly box, with a message of thanks for your support*

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- *Exclusive access to future Co-opoly brainstorming sessions as part of a Co-opoly Planning Committee, and the opportunity to contribute ideas to the future of the game*
- *A 10 Reasons Co-ops Rock beautifully designed vinyl banner (sized 3'x4') to hang in your co-op*
- *A daylong consultation with TESA, the makers of Co-opoly, to guide the development of your co-op's educational materials, programs, and digital resources (or 10 hours remotely)*

\$10,000 or more

- *Five copies of Co-opoly*
- *Your choice of twenty-five Community- or Education-themed expansion packs*
- *Twenty-five 10 Reasons Co-ops Rock posters*
- *Your organization's name, along with a 50-word description, in the Supporter section of the instructions booklet, included with each game*
- *Your organization's name on the Supporter page of our site, linked to your website*
- *A feature (full page) insertion in the Co-op Spotlight, included with every copy of the game (2,000 insertions, a \$12,000 value)*
- *A set of 10 Reasons Co-ops Rock stickers*
- *A handwritten thank you note from the TESA team*
- *A card used in gameplay will feature your organization's work. Limited availability, act quickly!*
- *Three additional Co-opoly games, including either the Community or Education-themed expansion packs, donated to the recipients of your choice*
- *Play as your co-op! Your co-op can be the highlight of Co-opoly with a listing in the Suggested Co-ops section. Players will read a 25-word description of your co-op and have the choice of playing the game as you.*
- *Shared banner advertising space on Cultivate.coop for one year*
- *Your organization's name and logo on the Co-opoly box, with a message of thanks for your support*
- *Exclusive access to future Co-opoly brainstorming sessions as part of a Co-opoly Planning Committee, and the opportunity to contribute ideas to the future of the game*
- *A 10 Reasons Co-ops Rock beautifully designed vinyl banner (sized 3'x4') to hang in your co-op*
- *Two daylong consultations with TESA, the makers of Co-opoly, to guide the development of your co-op's educational materials, programs, and digital resources (or 20 hours remotely)*
- *Your exclusive version of Co-opoly, featuring your co-op, produced in partnership with TESA and modeled after your community and co-op's experiences, and including custom gameplay cards (all other aspects of the game remain the same) and the rights to produce unlimited copies of your customized game*



	Tax Deductible	TESA Consultation	Logo on box	Cultivate.coop ads	Play as your co-op	Donated games	Card in gameplay <small>Limited Availability</small>	Copies of Co-opoly	Expansion Packs	10 Reasons Posters	Named on materials	Advertising	10 Reasons Stickers	Thanks from TESA
\$10,000 or more Everything here, plus: <ul style="list-style-type: none"> · Your exclusive version of Co-opoly · Be on the Co-opoly Planning Committee 	Yes!	2 days	Yes!	Yes!	Yes!	5 games, plus 5 packs	Yes!	5	25	25	50-word supporter listing in game and online	Full page ad with every game, a \$12,000 value	Yes!	Yes!
\$7,500 or more Everything here, plus: <ul style="list-style-type: none"> · A 3'x4' 10 Reasons Co-ops Rock Banner · Be on the Co-opoly Planning Committee 	Yes!	1 day	Yes!	Yes!	Yes!	4 games, plus 4 packs	Yes!	5	25	25	50-word supporter listing in game and online	Full page ad with every game, a \$12,000 value	Yes!	Yes!
\$5,000 or more Everything here, plus: <ul style="list-style-type: none"> · A 3'x4' 10 Reasons Co-ops Rock Banner · Be on the Co-opoly Planning Committee 	Yes!	5 hours	Yes!	Yes!	Yes!	3 games, plus 3 packs	Yes!	5	20	25	50-word supporter listing in game and online	Half page ad with every game, a \$6,000 value	Yes!	Yes!
\$2,500 or more Everything here, plus: <ul style="list-style-type: none"> · Ten 10 Reasons Co-ops Rock t-shirts · Two page feature in Cultivate.coop handbook 	Yes!		Yes!	Yes!	Yes!	2 games, plus 2 packs	Yes!	5	15	25	50-word supporter listing in game and online	Half page ad with every game, a \$6000 value	Yes!	Yes!
\$1,500 or more Everything here, plus: <ul style="list-style-type: none"> · One page feature in Cultivate.coop handbook 	Yes!			Yes!	Yes!	1 games, plus 1 packs	Yes!	5	10	25	50-word supporter listing in game and online	Half page ad with the first 500 games, a \$3000 value	Yes!	Yes!
\$1,000 or more Everything here, plus: <ul style="list-style-type: none"> · Half page feature in Cultivate.coop handbook 	Yes!						Yes!	4	5	25	25-word supporter listing in game and online	1/4 page ad with the first 500 games, a \$1000 value	Yes!	Yes!
\$500 or more Everything here, plus: <ul style="list-style-type: none"> · Featured (full page) in the What Is A Co-op? zine in each copy of Co-opoly 	Yes!							3	3	25	25-word supporter listing in game and online	1/4 page ad with the first 500 games, a \$1000 value	Yes!	Yes!
\$250 or more Everything here, plus: <ul style="list-style-type: none"> · Featured (1/2 page) in the What Is A Co-op? zine in each copy of Co-opoly 	Yes!							2	2	10	Named in supporter listing in game and online	1/8 page ad with the first 500 games, a \$500 value	Yes!	Yes!
\$100 or more	Yes!							1	1	5	Named in supporter listing online		Yes!	Yes!

Testimonials

Donna Balkan, Communications Manager, Canadian Co-operative Association:

“As both a co-operator and a long-time player and collector of board games, *Co-opoly* is a dream come true. Educational games have a tendency to be long on learning and short on playability, but *Co-opoly* is a wonderful exception, combining the real-life challenges and opportunities co-ops face with solid game play. The Work cards, which require you to draw, act out a charade, or describe a specific word or phrase, give *Co-opoly* a party game feel, while the roll-and-move mechanics make the game easy for players at all skill levels to learn. Like co-ops themselves, *Co-opoly* combines principle and practice: an appropriate initiative for the International Year of Co-operatives and beyond.”

Becca Koganer, Worker-Owner, Equal Exchange:

“Playing *Co-opoly* was fun and slightly ironic. The challenges co-ops face are pretty clearly felt going through the game, but even when things weren’t looking too bright for us, we were always laughing and having a good time. I think this gets at the heart of what co-ops are: people! People working together for a common goal, sharing risk and return. The game spoke to me on a personal and professional level; you’ll never hear me say that about Monopoly!”

Cynthia Lin, WORT Madison Community Radio Host, Madison, WI:

“*Co-opoly* is an innovative and valuable learning tool...the game surfaced some nuanced and very real questions about how to practice the art of cooperative work.... As the game threw challenges, opportunities, and tough choices at us, we drew from our own experiences to navigate the collective decisions that we needed to make. I was genuinely surprised by how substantive the conversations and the learning process could get with this game!”

San Francisco Mime Troupe Collective workshop participants:

“Usually there can only be one winner of a board game, so everyone is out for themselves. In *Co-opoly* everything must be done together, for each other.... *Co-opoly* is an informative and engaging game that challenges players to work together to accomplish community goals.”

Teenage Participants of the Girls Eye View program:

“The game made me think about how personal situations affect income and how quickly things change from day to day.... I thought that working together made the game more fun than competing.... I liked how we all have different and equal voices.... It made me think about how everyone’s situation is different and we all don’t need the same amount of money but we need the same amount of respect.”