

## Links from the Chat:

<https://cohousing.org.uk/>

European Intentional Communities Day: [www.icday.eu](http://www.icday.eu)

community's open their doors on May 21

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<http://www.midatlanticcohousing.org/>

## Support for Forming Groups Transcript

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Welcome. Welcome. And so today we're going to start off we're going to launch right into our sessions, we tried to mix up this at the way the format of the days, so that people coming in from different parts of the globe.

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Could you know see a different aspect of our program, and not always come in at the same slot and always the course.

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So, the start today is going to be on support for forming groups, and I see yep blends here to join us.

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So, as you all know that forming groups, it, that's kind of the hardest part is just getting started. And, you know, one person saying, oh, let's, you know, let's start a community and getting their friends together.

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They have no, they know that they have a long road ahead of them but they have no idea how to start and so I think one of the biggest roles of the of the various co housing associations that I here with us today.

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They pointed out yesterday in their association updates, you know, that they work sort of a clearinghouse for folks in their countries. To learn more about communities and and forming and and starting new communities so I've asked oh and job as he mentioned

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He mentioned yesterday that he had a starter kit on their website. And so I asked him to share a little bit about that starter kit, and how it came to be.

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So if you want to jump in.

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Yeah, Sure thing. Well, I'll just give a bit of an overview on on the guy that we completed and there's probably a bit of room like, I guess grace maybe for other people to contribute, or comment or or reflect or compare.

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On the back of that so I just, just trying to just skip it share share screen. So, yeah, just for anybody who wasn't here still we're doing some reason we're at so we're in the UK in the UK and mainly mainly we cover the UK but mainly in the in England.

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We were part of a partnership or community lead homes and so we're partnering with community land Trust's co ops and development trusts, to try to provide support through 25.

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Local advice hubs across England, and we've accredited over 100 advisors. And the idea is that each advisor in each hub could advise on cohousing but they might also be able to advise on community land trust Co Op self build.

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And so we're a couple of years into that and funding has been up and down, it's been releasing it's been, you know, we've been very welcome. But yet we're still in the early stages of that and it's it's been going quite well so far so we.

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Yeah, we're seeing where it goes but it's, it's, I think certainly our strategy.

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In terms of providing support has been to pair up with other forms of Community Housing and start just, just try to share my screen. Is there a share screen function.

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Okay.

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So just give you a

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flavor on the guide, it's, yeah these are screen grabs so some of them are our engineer is trying to read it. It's just to give a impression.

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So yeah, so the background so this is our interactive PDF or interactive PDF which is available to free of charge to our members, but it's also provided free of charge to advisors and local hubs.

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And the idea behind that was the actually once we set up this advice network several advisor said look what's the difference between co housing and other forms of housing.

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We did get some feedback from some people saying well Surely, it's just all the same and we will correct well now actually kind of how things go a few other things you need to bear in mind.

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And for a lot of our members, I think it was we just wanted to make sure that we had this idea that they'd be able to have a laptop or iPad, have the cohousing group around the kitchen table pre coded times, perhaps, and be able to actually work together,

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dipping into this where they needed to. And also to build for advisors to be able to print sections out and to use that in workshops or in the office with events and so on.

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So we're trying to look at it from both sides both the advisor and the groups situation.

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So, this is the kind of model that all community of housing groups are starting with which is an idea that you've got you there there there are these stages of development which many of you will be familiar with.

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And this would just provide people with an overview so if you just wanted to, I think coming on to the common Grace was making. We also really wanted to make sure that their groups don't spend years spinning wheels and not making progress.

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So we wanted to also let people know what they're in store for, so they can then kind of make some decisions quite early on as to how far they want to go on this journey.

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So, under each of these sections were sort of a group stage a site finding stage, all the plans that you need to make once you found the site. What you need to consider in terms of building whether you're an through this whether you're engaging with professionals,

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which is what we would expect engaging with project managers architects development companies and into the live stage which is the state, which is the differential between co housing and other forms of community and housing that we really for co housing

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groups, that's when it when it really all comes together that's when the magic happens is actually once you've moved in that's really what you're interested in.

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So I really want to emphasize this. And then we also added in these sections here that we've got a light guide to design guide to give people a sense of what's involved with cohousing so if they're working with an architect unfamiliar with cohousing we

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obviously hope that's not the case, then they do have a design guide to be able to begin that discussion.

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We also had a section on finance and I don't know what other people find but increasingly we're finding beyond the actual vision for the CO housing group, getting to the finances, as soon as possible and starting to have those conversations about, you

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know, budgets and the word finance is going to come from an expectation seems to be really key because this is the this is the, the aspect that groups often come to quite late on a, it's just so fundamental to any form of development.

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So, and then we have a resources section which links to many of the excellent we've got case studies examples.

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And throughout this guide, which was, we developed it, I interviews and workshops with existing cohousing groups and advisors to to really harness some of these case studies quotations.

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gives you a quick look at it. And this is how the. This is how the chapters are broken down so you can see this is two pages next to each other.

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than a PowerPoint presentation you could click on to one of these chapters on the right hand side, and that would take you to the group stage or the site stage or the plan stage so you can hop in between the guide and we thought was really important.

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important. And as you can see there with the introduction.

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We've got short summary questions that people frequently asked about cohousing at different stages of development key characteristics of housing projects, and some myths and realities as well so you can sort of engage with discussion and debate with the

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local authority and other other, other people. So, this is what typical chapter looks like to say, the blue section is the group section.

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You click on to the, the interactive, PDF, and you can go on to the group section. And then we've got some chapter headings and you can click to go straight through to ideas about housing projects group dynamics and decision making.

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And you can see some others here all the way through down to social value of CO housing for trying to sort of make the case. And then on the other, other side here, we've got some more.

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I suppose more about definitions criteria and situations how a site might come before a group.

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And that's something we've, we've started some discussions recently where we have some developers approaching us, as well as some landowners, where they've actually got the site they're curious about co housing, and then they're saying is there a demand

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for it. And so, we're now now needing to respond a little bit to that. And speaking some of the American colleagues yesterday. Similar thing trying to build up a register of individuals and groups who are interested, and the sites they're looking for

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so we can respond at that point.

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And then, then we have this other aspects here will have a reference section where it breaks out and you know we can go to other co housing groups around the world.

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Other examples of existing materials, and the team leader for this guide was Martin field who's written extensively about cohousing and as a PhD on cohousing fairly unusual, but that was that's that's great so he's done quite a lot of work here.

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And also you have.

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Chris coats from Lancaster cohousing and they've been involved in developing multiple projects.

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So, so take she takes you through it's quite chunky. So, you see, it's not a short guide to cohousing it's like about, it's over 100 pages, and we don't expect people to look at it all at once it's definitely a dip into.

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Yeah.

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So, so it's out there, it's with its with our. It's with advisors it's with our members.

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And we do host monthly online meetups for new groups and people seeking setup co housing, and we have a national website between select homes which can, which can, which it local groups can find local advisors and legal hub so it's all part of a advice

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package so hopefully it just gives you an idea of something we've been working on, and our plans are to update that every year, and to bring in information.

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And you said this was available just to two members. So if, if I was just, you know, Susie from Sheffield and I was looking to join the community, how do I access a drag become a member of the UK network to get it.

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Yeah, we are three men with all kind of individual membership and group membership and organizational membership so you could you could just join up as a as an individual member and you still be able to access it on the site.

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So yeah, we're a little bit. And this is where we might be able to maybe get some guidance from yourselves ready, that we felt this is a quiet investment even though we've got some funding from governments to do it so it's quite considerable investment

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and outlay and there's quite a lot of detailed knowledge in there.

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Then the question is this, the split between wanting wanting just to share it freely with the world versus also just this, this element of wanting to have that ongoing conversation with people not to lose that as much as we want people to be referring

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to. We also says trying to get something around that so creative commons IP where we're, we're license for anybody to use it, we're really keen for people to be part of an ongoing conversation as to how they're using it.

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So, we're. That's why we we've you know located it within our membership and within the advice network and yeah I tried to return to it so if anybody's is this just the classic thing of social organizations, sharing knowledge, and yeah.

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Other people may have some good insights as to how you how you go about sort of a creative commons type approach.

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Great.

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I think we have time for just a few questions. We do have Shelly, who will be sharing a little bit more about marketing and just a minute but if you.

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There were a couple of questions in the chat, I think,

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Brian.

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Ryan.

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Ryan asked if it could be made available to this group and I don't have to answer that question now you can think about that. But I think folks who may be interested to see a little bit more.

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I think I'll take it to board and have a word I mean maybe if there's some way, some part of our challenges obviously resourcing the updates and next copies of it but maybe if they make people feel happy to kind of make a donation or something like that

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then that obviously helps us to update it and renew it and yeah, very, it'll be in spirit before you happy to share his network just it's just that criteria which is just trying to try and resource updates and research so maybe, maybe there's a mate,

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maybe there's a happy midway point where we can, we can do that.

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Right.

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Other Any other questions they're not sure.

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Are there any other questions they're not sure. So anything on the grace that you can see now there is lots of interest in access and curious. Okay. Well that seems pretty reasonable reasonable question to the point and so on.

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Yeah, I'll come back and give you something helpful.

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How you financed, or raise the money to get to do the first draft in the first place. Was it a grant from the government. Was it private donor.

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I'm just thinking is trying to create something.

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Yeah, that's a really good question. I'm.

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In this case we we had funding from as part of setting up our partnership community led homes. We were funded by the government to have a central advice support network.



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So, there was a pot of money there to provide guides and tool kits, and so on that could go on to our national website.

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And so we did get funding through the government for that.

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And now obviously we've got the question of how we fund continued improvement soon as we go on so it can we still come back to that question.

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So yeah, there are some some trusts and fun to make. They were funded it I think it. As we were saying yes they are kind of strategies to pair with other community lead housing organizations and that gives us enough of a scale if you like to attract funds

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across the board so our colleagues and the model for our advice strategy I think I believe came from the Queensland trust network in in the US. So it's this right have been have been center model.

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So, so yeah it's really really helped us because you know obviously those you saw the presentation yesterday we've made huge strides in the in cohousing since the last summit, but we're still very small in comparison to our other partners in the co op

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and community interest movement but by working together we kind of, we get, we can sort of piggyback onto them until we get to much more substantial scales.

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Yeah, so it's just so the question they're saying how lucky we are in the UK, not getting funding, which leads great network. Yeah, I think it's definitely this element of piggybacking on to where you see there's an opportunity.

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And if I'm, if I'm totally honest part the government's interest, as is the way with governments around elections. And there are some specific areas of the UK, where they had a problem of housing shortages from second homeowners.

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And so community land trust was a way of addressing that and securing affordable housing for local people.

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And so there was some in the elections are some marginal seats and so partly the reason that that one of the reasons that the government funded it was, was.

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Let's face it is political they by supporting the growth of in over many years of discussion with the government.

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And so the timing was was was partly political as well so I think definitely doing that policy analysis and governmental analysis and seeing seeing where co housing.

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Maybe not directly maybe it's a second or third partner as part of a national bid. But yes to get government money and continue security.

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You know, mass they are very encouraging towards co housing in the UK at the moment we fit many of their agendas.

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Yeah it does make a difference if key government ministers Philly might lose their seat in the next election and co housing and community land trust can be a way of securing that that vote so just said something that was really interesting and in sounded

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You had identified the open seats for for government, and it helped elect folks that would be friendly to co housing is that is that right Did I hear that right.

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That was Yeah, we had, well we had a couple of, there were a couple of advocates within the within the governing party who really supported self build.

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And there were many.

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And there were a number of ministers. Members of Parliament, who were in the southwest of England who seats were marginal and we're facing this issue.

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And so by bringing those things together, it works quite well, I would say that in the UK at the moment we are still looking for to build more supports amongst.

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Members of Parliament for co housing I think we're on the whole week go under this umbrella of community lead housing and that's that's our routine.

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The Land Trust movement is having a really good moment with policymakers at the moment it's got some really tight, leads in there so that works well for us.

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But I would say increasingly people are interested in CO how senior cohousing healthier aging and combating loneliness. So those are the sort of policy angles we go in with.

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But yes, we're still. We're still looking at we're still trying to build our.

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Go to politicians on co housing got one or two, but yes we tend to go in directly at the moment behind Land Trust self build and so on.

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That's great.

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So that's a big effort of the UK network is really the advocacy piece.

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Yeah, I think, I think the political advocacy piece, if I mean obviously if you're going to government money that's absolutely crucial.

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But yes, I think doing that, doing the analysis, the political analysis of where you can win friends and get support is, is, is crucial in terms of getting government funding.

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And then I think a little bit like the social enterprise sector we've had government funding for a number of years, and then increasingly it's going to be that next stage where they say okay we need to need to fly alone now you need to be sustainable,

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on your own. And I think that's the stage will be reaching in a couple of years.

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Right.

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Thank you.

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Next up we have Shelly parks. So as part of the support for for forming groups.

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Many of you know that membership in recruitment, or marketing and recruitment are sort of the most important tests of forming groups, and I think one of the things that I think about it, I was on the forming, or the recruitment team for for my group my

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community and I remember early on, like my partner in crime, Sheila.

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We did lots and lots of engagement, we had a very unique model.

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And we had monthly meetings for nearly two years and trying to recruit family you know enough families for nine units and Sheila and I often joke about kissing frogs, referring to the children's story about the Princess and the Frog.

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And so I think we wish that we had known Shelley at the time, because I think we would have kissed a lot less frogs.

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She's a marketing professional and has a company called co vision consulting, and she is a member of scheduled cohousing in in Anacortes Washington here.

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And she's also a graduate of the 500. Communities Program that Katie mentioned yesterday.

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So, I will ask her to share some tips for all of you remember you're.

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Great. Thank you so much grace in a minute I'll share my screen I've got some slides for you but before I do that I just really want to think that well first of all it's so amazing to be here on zoom right to be able to see all of us it's really great

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and, you know, thank you to the association I you know it's a lot of work and grace thank you you I know that you have put in a lot of time, including my email.

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So thank you so much for, for all the work I mean it's just your dedication to this is really, really appreciate it. So thank you. Um, so, you know, my that I was thinking about this talk, I thought, one of the things that co housing is often you know

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come to me with is they, they think that, you know, by hiring me I have some you know magic hat that I'll just start pulling things out and they will magically find their members, and of course it doesn't quite work that way.

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So, in preparing for this talk, I was thinking about what are the things that I feel like are kind of high level things that it's really helpful for me as I begin working with groups to help them with on a high level so that's what we're going to talk

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about today so let me go ahead and grab my share my screen and we'll dive in.

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Okay are you all seeing this Okay.

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Good. Perfect.

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Well let me let me actually back up so that I want to share just a little bit about more about myself just so you have a little bit more of my background.

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So I attended my first conference back in 2016 I was like a lot of CO houses I discovered it on the internet and I was like, thought I had just found the answer to everything. So, a couple of months later I went to the conference, and while at the conference I met Katie mechanic, and we had just a really

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Katie mccalmont and we had just a really great conversation around, around my excitement and also around my skill set and she was just very encouraging to me and invited me to join her 500 Communities Program.

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So I went through that program. The following, you know, the next year, I quit my really great career job to jump into the CO housing world, so you know I now have the perfect job I get to spend my days, usually on zoom with forming and developing communities

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just really supporting them and how do they get their members, so that they can have a viable project they can get themselves built.

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Grace mentioned that my husband and I were members of scotch at comments up in Anacortes, I will also share that skin out a workshop is our architect.

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Grace and I have that connection there too, which is great. And we plan on moving and it's under construction. So we'll be moving in sometime this summer and I think oh and you use that word magical or someone use the word magical that's how it feels

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it feels pretty excited to be at that point now.

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And then just you know kind of a fun fact because we're an international group today, and I was an exchange student to Denmark about the same time that Katie McDermott and checked her at work in Denmark, studying cohousing and of course I was a teenager

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back then so I had no clue about, you know, the bigger world and cohousing but it's just been a really, I think it just warms my heart I feel very connected with Denmark and so when I think of, you know, Denmark, being a little bit of the birth in place

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cohousing here in the United States that means a lot to me. So that's just a little bit about me. So here's a picture of a couple of us here, gadget comments and my question is, Do we look like developers, we do not.

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We are just a group of regular people and I think, you know, here in the us you know the model is a group of people come together and they, you know, just regular people and they say great let's let's build cohousing together.

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And most of us because we're just regular people, you know have never had any kind of experience in building multifamily multimillion dollar projects.

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And, you know, I have to say that oftentimes when I begin working with groups, I know that they often kind of have the belief that you know their passion and their grit and determination all things they have are all that they need to get their community

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built so I am appreciating that groups are getting more open to bringing on professional partners to support them and making sure that the project, you know gets built in a timely and efficient manner.

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But the big thing here is that, you know, besides not having the experience.

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We are buyers with a lot on the line that's how we view ourselves we are the ones that have invested our time and our money. And there is a lot of anxiety around that we, you know, we're nervous for ourselves that this is going to happen.

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So here's a picture of Harvard comments and Tulsa they're well and they're going to be moving in soon. They're one of my clients but. So one of the things that I really try and do is help co houses understand that they are not just buyers, they are also

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sellers and they have to get themselves in that professional mindset, like a developer would like a professional developer.

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And, You know what happens is you get groups that are trying to wear both hats both is the nervous buyer, and then trying to you know get themselves comfortable with, you know, professional role as a developer so.

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And so where do I see this play out. I see it, where groups really struggle, about not being realistic about the time and the cost it's going to take the manpower it's going to take to build their community.

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But the really the way I always see it play out, is where they really struggle with the high prices it's expensive to build cohousing out here in the US as we know and so they, they, they apologize for those high prices.

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So I spend a lot of time working with groups on just how to, how to talk through that.

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So as I work with groups. One of the first things we, we tend to do is focus on how can they professionalize themselves you know putting on their, their part of the development team hat and being a seller and you know what this does, then for groups is

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helps helps give them the confidence, so that that really translates into as they're talking with prospective members, you know, able to build trust a little bit more quickly.

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Thought I'd like to share with you is this idea about being adaptable and flexible.

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And, you know, as, as we all know that those of us who are part of like, developing cohousing is that you know the road is, is going to be very curvy, there's going to be lots of blind corners coming up and potholes and detours and all kinds of things

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ahead, that are can be pretty scary. And, and, you know we don't as member as people jumping into cohousing having this dream ahead it's hard for them to really comprehend that.

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And what I find is the groups can have a really hard time readjusting themselves, which is really successful for recruitment of their members, you know, an example of this might be, where a group, you know they they're just getting themselves going

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and they put up a beautiful website, and they they struggle with looking at their website periodically to really assess is this website messaging, what we need it to message.

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At this moment, and instead they keep kind of adding things onto their website, and then over a couple of years they have a website that's just kind of out of control.

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And so, helping them understand, you know where, where they are at the moment and what they need to do and to be flexible and adaptable. Another example would be.

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Oftentimes when groups start though, they'll figure out what we call a membership path so you know taking people from interest to a first level of engagement, you know, here we call it like associate member explore and then into an equity membership and



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groups. They set that membership path and then I think that's what it should be exactly that through the whole length of the project so helping groups kind of figure out is what you're doing right now working. If not, what do we do to change and letting

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them be comfortable with it, you know, people do not like change and I go houses.

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So this leads me to my last job I had this slide I skipped over lights, but this leads me to the last point. Probably most excited to share with you.

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So my career before co housing a great career I left was leading very large startup retirement communities. And so, you know, it's it's very similar to co housing and the way that you have to get buyers committed before the funding will happen but if

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blow it up at a much bigger scale that's what I did for my career. When I was, had a day job. And, you know, in that world, because we were you know they were developments all over the country so we were looking at numbers, all the time we were looking

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at how many people do we need to call in a day to get an appointment and how many appointments did we need to get people to commit and so, you know, we knew what all those numbers were, and when I came into cohousing, I was like, we have no numbers, we

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don't even know what we need to be doing in terms of activity. To make things happen.

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When I started my work with schedule, I wasn't wise enough to know that I should really be tracking these closely so I just kind of sort of tracking them, but let me share with you some numbers that I do know.

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And this is coming off of only one project. So, the data is not much, and, but this is coming from Washington Commons and West Sacramento, it's a project that I've been very closely connected with this past year.

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And these are the numbers that were able to pull that we know are true numbers from 2021.

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I will note that this project had about 1000 contacts in their database when we, when I started in tracking this last year.

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So in 2021 402 new contacts came into the database Through their efforts, we made 922 phone calls. I know that's going to shock many of you, but that's the other thing I help groups with is getting on the phone connecting with people.

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And we got 42 explorers, and then 14 members in the year so if we break that down, you know, and look at what needs to happen. It means that we had to get at least 29 new contacts for every member we had to make about 66 phone calls to get a member, and

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we needed three explores in order for one to turn into an equity member, when I use that term I mean equity member so what I like about this is it's helping me as I'm working with groups, set the expectations of what kind of work that they need to do

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in order to get the members that they need. And this is all new to cohousing right so i would love it if any of you out there have any of these kinds of numbers to please share them with me I'd really like to start gathering this data.

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And I think, um, let's see I think I will just wrap up by saying that if any of you, you know have yeah I would love to know. I you know I always love kind of talking to people about what can we do to do this better.

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What are some tactics people are using what is some strategies so please you know reach out to me I'll make sure my informations on the contact form that Karen mentioned about and.

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But what specifically really love to know numbers if anyone has any of those things. So I think I will stop sharing my screen so I can see it all and I hope that was helpful and really Thanks.

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Thank you so much for the time to be able to share that with you all.

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Right.

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do you folks have questions for Shelley,

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See Katie's hand up.

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Oh, go ahead, job. Yeah, I just, yeah I mean I really can't emphasize enough. What a valuable thing that Shelley's brought to the cohousing movement here.

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I think that we didn't even know we were missing it.

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Right, and it is different, obviously it's a really different process. If you are dealing with subsidized housing and it's lower than market rate cost.

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I think that there's a different process and a different set of screenings in that situation.

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But for those of us dealing with market rate housing.

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You know we're up against this huge paradigm of, I mean in the United States about you know the dream of the single family house and literally decades, centuries of, you know, propaganda about why you want the single family house and so there is a process,

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you know that you have to do people go through to decide they want to live in cohousing, and I feel like cohousing communities, it's just really struggled that with that without even knowing it.

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You know they, whereas what Shelley's done and sort of normalize this it's like you're not failing.

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You just got to talk to a lot of people to find the people who are right for your community at your time that your price point.

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And so I personally am just so excited and what I would really my vision for Sally in the United States is I'd love to see her training people all over the country so that any group, or any developer could have someone like built a regional database there

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that knew how to talk to people and that the community could then really focus on building community.

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I think the marketing is a huge burnout for communities.

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And I think it really hits against people's all their own fears right if I'm you know I've cut myself into joining this community but you know in my dark nights I think oh my god I put my money and someone will lose all my money this is the craziest thing

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in the world What have I done. And then I talked to somebody else that I'm trying to recruit and they share their fears, well that's just going to get me all amped up again.

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Right, so, so I just you know for anybody who's dealing certainly in the market rate housing community world.

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I'm really, I would love to encourage more professionals, getting involved in sales and marketing because I feel like we've been doing this ad hoc thing that is part of what keeps holds us back is just frankly it's really affects the numbers of communities

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again don't

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think about that from the standpoint of what you just said about rejection rate means not only feeding on your own fears, but it's also feeding on people's individuals individual tolerance and ability to manage with rejection.

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When Pete when somebody says no, it's you know it's some people can internalize that, and it's good thing that my, my neighbor and I were such hard skinned thick skinned individuals that were very direct we were, we were fine with people telling us know

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and we were trying to tell other people know.

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But that isn't a very difficult thing to navigate.

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Laura Do you have your hand up. Yeah, I'm wondering when you gather that information from that one community, how many people were making those calls and how did you get them to track it and I'm just a little bit more information about that process.

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So they hired me to do it, those those those numbers were my numbers and we use a CRM system so every time I'm calling somebody the notes are going into a CRM system so it just pulls all these reports for us so that's that's another thing that you know

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really encouraged groups to, you got to have a good way to do that right and there are a CRM customer relationship management systems that do that.

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And just a follow up question so are you working with groups that might, whether they use dynamic governance or whatever that might have a US circle or committee of people who are doing those phone calls and how big is that group usually is it is quite

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small or is it going to be most of the membership. Yeah, no, it's typically I when I work with groups, I encourage them to have one or two main phone people that are making the calls partly so the message is all the same, because it's and because I also

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want to find the people just like you know the you know that need to not hear know those ones. And then also I will tell you, back in my hiring sales teams days I would always try to hire introverts for sales teams because I listened better.

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You know, we tend to want to like spill all of our information so I would rather have the quieter people that can listen, rather than just dump all the information so that's a very kind of a strategic thing that I'm aware of when I'm working with people.

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I wonder if to bring a different sort of a non American Non Us viewpoint Federico, do you have anything to share about marketing in Belgium.

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Yeah, just very interesting presentation and very recognizable.

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We do a lot of marketing we do we do it ourselves.

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We use a professional tool to do that and CRM system campaign costs a lot of money but it does a fantastic job, but next to that you need to do a lot of false a lot of emails, and you spend a lot of hours recruiting members and, Yeah, it's another thing

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that your groups are not particularly if they're not very good at it's, as you say, people have a hard time getting to know, they're not used to that they find their own projects, fantastic, and it's very confronting to get to know so as a professional

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It's very confronting to get to know so as a professional you look differently to that.

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So, yeah, I think she's doing a great job for for groups. But, yeah, we do it ourselves. Basically, we, we have found a combination of doing the marketing and recruitment as professional combines with some group members then doing tools on the sides of

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the words that is very strong combination,

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both parts. And it's because as a professional also to the future closer. They look differently at projects and that's you, and makes the case stronger to get into the group.

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I see this.

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Yes, yes Paris on the call from Denmark. I'm wondering, not to put you on the spot or any anybody else from abroad.

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If there's a different strategy or if you've got a different experience in your home country is would be great to hear some, some strategies that are working elsewhere.

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Yeah.

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Just a little comment just brilliant in here from Auburn University and then mark.

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I think that that most projects are being

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announced to you in Denmark it's it's mainly through websites and so on.

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through interest list, and so on.

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And I see the activities that that's carried carried out by like Shelley mentioned it's rare to see here, actually.

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So when I see some of the developers who are making projects here for cohousing, they, they have made quite big surveys, about the interest for joining co housing and.

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And it seems like that people are interested, so it doesn't seem like such a big problem to make announcement for projects and get into get interested people to join.

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So,

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thank you.

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I think let's move toward our networking time. So this is the time when we take about 15 minutes to hang out in small groups Neil will be setting up breakout rooms for us with about five randomly selected folks so you'll just land where you land and and

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have a chance to talk about what you're doing what's interesting you what you're hearing what you have questions about and.

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And so we'll set up those breakout rooms, and we'll be back here at 15 minutes past the hour. So that's the end point for breakout rooms and Neil Are we ready to go.

Comments

00:33:06 Kristopher Stevens: I'll share during the Canadian session 😊. Yesterday's presentations inspired me to change some of my presentation to address two key points: financing and collaboration. Thanks!

00:33:07 Neil Planchon (Coho/US & FIC) neil@ic.org: Thank you everyone for staying muted 🙊😞

00:33:38 Neil Planchon (Coho/US & FIC) neil@ic.org: <https://cohousing.org.uk/>

00:36:50 Bryan Bowen (he-him) | caddis collaborative: This practical guide looks excellent - I wonder if it should be shared with this group?

00:38:57 Chiara Casotti: @owen: Is the guide free only for members?

00:39:38 Neil Planchon (Coho/US & FIC) neil@ic.org: Beautiful design with users/readers in mind!

00:42:28 Peter Bakker - The Netherlands: European Intentional Communities Day: [www.icday.eu](http://www.icday.eu)  
community's open their doors on May 21  
In The Netherlands, Belgium, France and Italy (in some countries for more days) to make this kind of living more known.

00:43:36 Neil Planchon (Coho/US & FIC) neil@ic.org: UKCN Membership page: <https://cohousing.org.uk/sign-up/>

00:45:23 Gary Penway (Canada): Charging a fee is reasonable for such a guide

00:45:53 Chiara Casotti: I agree with Gary

00:47:26 Gary Penway (Canada): Is there a minimum number of start up members that a CoHousing group should achieve to proceed?

00:47:27 Chiara Casotti: In that you are so lucky in UK, we don't get any fundings in Italy to create a network

00:48:44 Federico Bisschop: Are there any developers for cohousing in the UK?

00:49:51 Pare Gerou Greek Village Cohousing: Beginning an open source crowd sourced curriculum for forming groups may possibly work. Early forming groups are by definition not well funded yet, so access to collaboratively created materials would be invaluable.

00:50:01 Elena Pereyra - Cohousing Australia: Perhaps we could have reciprocal org membership between the regional/national networks? - Not for all our members just between the organisations themselves.

00:51:54 Kerstin Kärnekull: In Sweden self-build groups can get a start-up grant 40000 EU. And a state committee may come up with more ideas in April this year to support "non-speculative" housing.

00:52:43 UK Owen Jarvis: Sweden sounds good.

00:54:12 Neil Planchon (Coho/US & FIC) neil@ic.org: Shelly Parks and CoVision Consulting :: <https://www.covisionconsulting.com/>

00:54:13 UK Owen Jarvis: Developers for Cohousing in the UK - Town is one specialist (Frances who spoke yesterday is part of their team) There are a couple of others moving into the scene.

00:55:19 Ann Zabaldo: Mid Atlantic Cohousing is a regional cohousing consortium in the DC, Virginia, Maryland, Pennsylvania, Delaware, New Jersey area. Membership is by community. We struggle a lot w/ what to make FREE and available and what to charge for to cover expenses. Even more importantly, it's what Owen commented on — keeping people in



the conversation and not just helicoptering in to pick up a free document or service and jetting out again. One of our big efforts is to keep forming communities and their members active once people move into their community and close the gate. And to entice the built communities in the region to open the gates.

00:56:05 Neil Planchon (Coho/US & FIC) neil@ic.org:

<http://www.midatlanticcohousing.org/>

00:57:44 Jesper Ole Jensen: Great to hear Shelly - you're always welcome to visit again

01:01:23 UK Owen Jarvis: Nice slides - nice and clear.

01:01:38 Katie McCamant: Shelly has brought skills the cohousing movement in the US didn't even they were missing. I really think we need to grow the professionals that can work with groups on their marketing and sales so that they are more successful.

01:04:32 Federico Bisschop: Very interesting slide.

01:04:46 Pare Gerou Greek Village Cohousing: Speaking of challenges of forming groups- I must hop off for our weekly group information coffee and look forward to watching this recording!

01:05:11 Katie McCamant: That is the first problem, most communities never track this data.

01:05:25 UK Owen Jarvis: Hope you are tracking your numbers @Pare!

01:06:16 Federico Bisschop: fyi: We use ActiveCampaign as a marketing automation tool.

01:08:38 Chiara Casotti: I think I'll try to collect numbers from now on... I've been thinking in doing a thing like this with my Non Profit organisation....

01:10:14 Katie McCamant: We need more people doing the work Shelly does in order to scale cohousing!

01:11:37 Kristopher Stevens: Great presentation Shelly! Always amazing to hear your thoughts and see the great work you are doing.

01:12:27 Raines Cohen, Cohousing CA: I'm curious about what kind of outbound marketing tools have effectively delivered people who make it through that funnel nShelley outlined ( knowing that not every source can be accurately tracked, people hear a radio ad but then click on a website and credit that)

01:14:30 Raines Cohen, Cohousing CA: For our regional organizing we have used the NationBuilder CRM system, now tying in with MeetUp networks. We try to help groups get beyond just doing their own lists so the contacts aren't lost once they get built or fail. We see activity from people who joined us a decade ago, getting active again when we do a new type of event or something changes in their life.