

“Get off the Fence” Member Drive Starts... Now!

Let's double our membership before launch

It's been several months since our first, and hugely successful, member drive (chances are that's when you joined). We now have over 350 members, but we need at least 700 members to ensure the successful launch of our online store. So we need your help.

If every member gets just one friend, colleague, or neighbor to join, we'll hit our target. Here are a few ideas for reaching out:

- **Have a friendly chat over a cup of coffee**
Share why you joined and invite friends to attend a new member meeting.
- **Host a CoG information meeting at your house**
We'll send over a member of the core group to answer questions. Just e-mail us at info@thecog.org to arrange it.
- **Join the Outreach Committee**
They're brainstorming ways to promote our membership drive. Come to the next committee meeting and share your ideas: March 28, 7-9PM, 1558 Milvia, Berkeley.

Survey Says

Over 200 respondents make survey a smashing success

Thanks to everyone who participated. 61% were members, 39% were prospects. Here's a sampling of what we learned: 54% live in Berkeley, 22% in Oakland, 7% in Emeryville and 17% in surrounding towns. 40% plan to pick-up orders by car, but a healthy 16% plan to walk, and 24% plan to bike. Speaking of bikes, 29% of you are interested in delivering orders by bike as a member job. This could be a great service to our members, particularly those with mobility concerns.

Progress Report

Warehouse search takes center stage

Thanks to our survey, we're confident that a warehouse space in West Berkeley or the Berkeley/Emeryville/Oakland nexus is the best choice for our members. We're looking at spaces every week and hope to find the right site soon.

We need your talent today

If you have experience in finance and architecture/construction, we want to hear from you today. We'll need your expertise as we prepare to sign a lease and build out a warehouse space.

Subscription Reminder

Non-members: If you haven't already, please subscribe or resubscribe to the CoG Log at: thecog.org/stay.tuned.htm
Thank you!

Calendar Highlights

Outreach Committee Mtg
Wednesday, April 25
7-9 PM

1558 Milvia St, Berkeley

New Member Meeting
Sunday, April 22

10 AM - Noon
1933 Yolo Ave, Berkeley

Check the calendar for other CoG, food and sustainability-related events at thecog.org.

Stay In Touch

info@thecog.org

www.thecog.org

Join a Committee

Go to thecog.org, click on the "committees" tab, and select a topic. (Use your current email address to create your free Google account. It's quick and easy.)

Member Update

353 members since
August 2nd, 2006

Coming up in the next CoG Log: **Test drive our online store!**