









Federation of Ontario Cottagers' Associations

Our Member Association Asked:

I hope you can help our Association best use our FOCA membership and the great wealth of information that comes with it. How should we pass pertinent info along to our members?

FOCA Answered:

Thanks for helping to spread the word! Here are our top tips:

-  To find additional resources from FOCA that the Association can use, take a look at the **Association "Toolkit"** here: <https://foca.on.ca/toolkit-overview/> for handy links specifically tailored to Associations.
-  See the FOCA Benefits webpage (<https://foca.on.ca/member-services/benefits/>), which we encourage members to link to, since some of the offers change over time. This page has a downloadable **Benefits sheet** that you can circulate. One of the biggest "dollar value" benefits of FOCA membership is access to the group insurance program, CottageFirst; only FOCA members can apply, and savings can be considerable.
-  Encourage your members to get on the **FOCA Elert list** (our e-newsletter; sign up at <https://foca.on.ca/news/elerts/>), to see the news, policy work and updates, first-hand. Add a "sign up for FOCA Elerts" call-to-action in renewal messages to your members.
-  Your Association and your members can connect with FOCA on **Facebook** (<https://www.facebook.com/foca.on.ca>) and **Twitter** (https://twitter.com/foca_info), for those who prefer to get their news from social media.
-  Most of our member groups link back to FOCA from their own websites, but some do a particularly great job of "**recycling**" **FOCA content online**. Here are examples of (just a few!) associations who link to FOCA Elerts or resources:
 - <http://baptistelake.org/WS/Main/index.php>
 - <http://bbpoa.ca/> > see "Membership" Tab, select "FOCA – You're a member!"
 - <https://bradylake.ca/membership/> and also links to FOCA's website and social media channels on this page: <https://bradylake.ca/resources/helpful-links/>
 - <https://www.jackslakeassociation.ca/> (scroll down for several postings of FOCA notices)
 - Mazinaw Property Owners Association regularly posts updates from FOCA, particularly on policy issues, see: <http://www.lakemazinaw.ca/hydro.php>
-  Looking for **an article or a FOCA Ad to use in your Newsletter**? Start your search for articles here: <https://foca.on.ca/fact-sheets-videos/> or search by KEYWORD on the Resources webpage: <https://foca.on.ca/resources/>. Got a little extra ad space, and want to help spread the word? [Contact the FOCA office](#) for a small web banner ad for your website, or a small print ad for your Newsletter that can inform your members about their membership in FOCA and all its benefits.