



## The Sweep 15: Our Communication Strategy

Happy Monday, Team!

As July winds down, we are ramping up our strategy, asking ourselves these two questions:

**How does the *new* Cooperative Home Care honor our longstanding Mission Statement?**

**What is our vision as we approach our 35th year in 2021?**

It's not too soon to begin planning, and we're going to need everyone's help. Sweep through The Sweep Issue 15 in five minutes or less, to learn more.

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### What is our Mission Statement, anyway?

If you are new to Cooperative, there have been a lot of changes in the way we do things, and there are more changes to come. Meanwhile, our Mission Statement is a constant that will never change.

***Cooperative Home Care is dedicated to the success of our clients and employees. We are committed to the delivery of quality healthcare services.***

We strive to honor our Mission Statement in everything we do, including operations, administration and communication. When it comes to communication, we also create short-term campaigns and visions to complement our Mission. Remember *Serving & Celebrating in our 30th Year*? That campaign reinforced our Mission. Now that our 35th year is approaching, we're gearing up to develop and promote our latest campaign.

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## Upcoming Events:

## Friday, August 2nd

Under Construction Potluck  
STL Office  
12pm-2pm  
[Click to RSVP](#)

## Sunday, August 18th

Mitch was born-day  
[Click to share well-wishes](#)

## Tuesday, August 20th

STL carpet installation begins! STL folks: plan to clear your desktops by end of Monday.



### Wait, I Want One of Those!

Nicol Wright, IL Agency Manager, is holding a company logo fleece that every 10-plus year employee received at our Caregiver Milestone Reception, held at the STL office on 3-15-2019. Visit Cooperative's Facebook page for all of the pictures from this feel-good event. While you are there, click on *Reviews*, and share a positive recommendation about our company!



### What Rhymes with 35?

Our upcoming 35-year campaign will kick-off this fall. What do YOU think is a great campaign slogan? *Drive to Thrive in 35?* *Strive to Thrive in 35?* Flex your thinking muscles, sending your original ideas to KristyAnn [here](#). There's no wrong answer!

If you've read this far, you can read a little longer and REALLY be informed at work.

Our 35-year campaign means we're updating [CooperativeHomeCare.com](http://CooperativeHomeCare.com) (removing Cooperative Hospice; adding Private Duty Nursing; restarting our blog). You can help our online efforts in five easy ways:

1. Like Cooperative Home Care on Facebook
2. Recommend Cooperative Home Care on Facebook
3. Write a Google review (login to your Google account, search for Cooperative Home Care, click on Google reviews, click on write a review)
4. Share your ideas for blogs, upcoming events, and pictures with KristyAnn [here](#)
5. Don't forget testimonials! When someone says something good, please share that, too - and ask them to write reviews using these instructions.

Our goal for August is **10 Facebook recommendations, and 5 new Google reviews!**

Thank you for reading!