



WCO Member Benefits: Creative Makers

The Wilds Cooperative helps grow and connect unique small businesses in the region by providing branding and marketing tools; education and networking opportunities; access to new markets; and referrals to PA’s financing and service provider network.



Category	Specific Type	Professional Level Creative Makers (Food, Visual, Craft, CIPs)	Basic Level Creative Makers (Food, Visual, Craft, CIPs)
PA Wilds marketing access	Profile on WildsCoPA.org/our-members that links to your website / social media pages	●	●
	Able to promote events on PAWilds.com/events (events must appeal to visitors and take place in the PA Wilds)	●	●
	Able to submit news/blogs for promotional use by PA Wilds	●	●
	Presence on PA Wilds digital/print materials and social media	●	●
	Able to participate in PA Wilds Digital Gift Card Program (must accept MasterCard at Point of Sale system)	●	●
	Able to participate in PA Wilds Leave No Trace Initiative	●	●
PA Wilds branding tools	Access to digital and printed PA Wilds branding assets	●	●
	Able to apply to license the PA Wilds logo for marketing use	●	●
	Able to apply to license the PA Wilds logo for merchandising use	●	
Collaboration and growth resources	Peer networking and socializing opportunities and tools (ex: Mighty Networks app)	●	●
	Referrals to technical service providers and financial providers	●	●
	Access to PA Wilds Resource Guides	●	●
	Access to PA Wilds Media Lab	●	●
	Able to promote events to the network at WildsCoPA.org/events	●	●
	Contract opportunities with PA Wilds Center	●	
Commerce opportunities tied to the PA Wilds brand	Able to set up a storefront and sell products on the PA Wilds Marketplace at ShopThePAWilds.com	●	●
	Able to apply to sell wholesale products to PA Wilds Conservation Shops	●	
	Access to PA Wilds Buyer’s Guide (find PA Wilds branded and made products, as well as regional retailers)	●	●
	Listing in PA Wilds Buyer’s Guide	●	