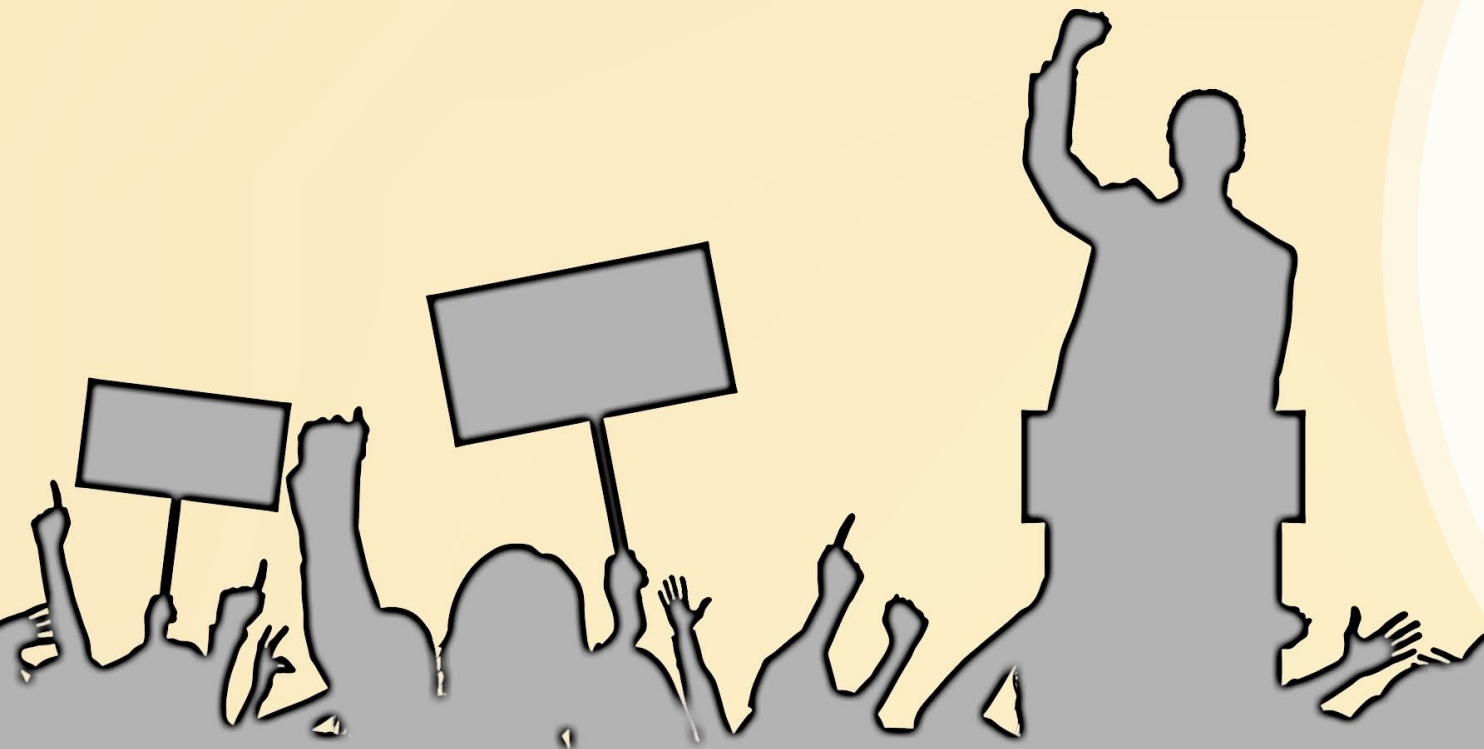


# FECA Lobby Clinic

## Grassroots, Political Engagement & ACRE

Amanda E. Wolfe, Sr. Advisor Grassroots Advocacy, NRECA



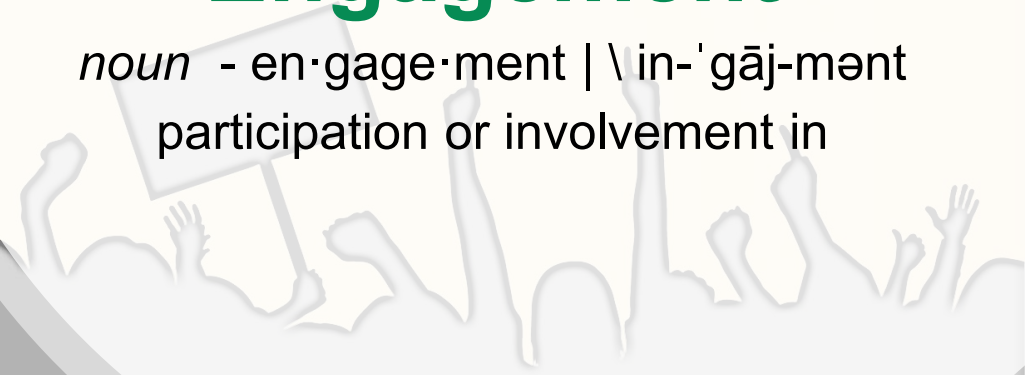
What is...

## Political

*adjective* - po·lit·i·cal | \ pə-'li-ti-kəl  
relating to the government or the public  
affairs of a country.

## Engagement

*noun* - en·gage·ment | \ in-'gāj-mənt  
participation or involvement in





Meeting



Connecting



Engaging



Influencing

# Political Advocacy Communications





# Engaging with Elected Officials

---









# Engaging with Advocates

**42 Million Consumer –  
Members in 48 States**







**Engaging with  
Advocates**

**71,000 Employees at  
900 Co-ops**



# Political Communications: Tools & Resources



**Voices for  
Cooperative  
Power**

*United for Stronger  
Communities*



A PROGRAM OF AMERICA'S  
ELECTRIC COOPERATIVES

[WWW.VOTE.COOP](http://WWW.VOTE.COOP)



# What is VCP?

A network of **electric co-op members** working together to **influence elected officials** who are making energy policy decisions that impact our co-op and, by extension, our way of life.



New way to **recruit** and **activate** grassroots advocates:

- Develop personalized advocate profiles
- Gain an understanding of individual advocates
- Speak to advocates around issues they care about in ways they trust
- Activate advocates to influence policy decisions affecting co-ops







**voicesforcooperativepower.com**

## Why join?

Policy decisions impact co-op members in different ways. Your voice can make a difference.

LEARN MORE



## Share your story.

Tell us why you're here and how energy policy decisions impact you.

SHARE YOUR STORY

## Issues that impact us.

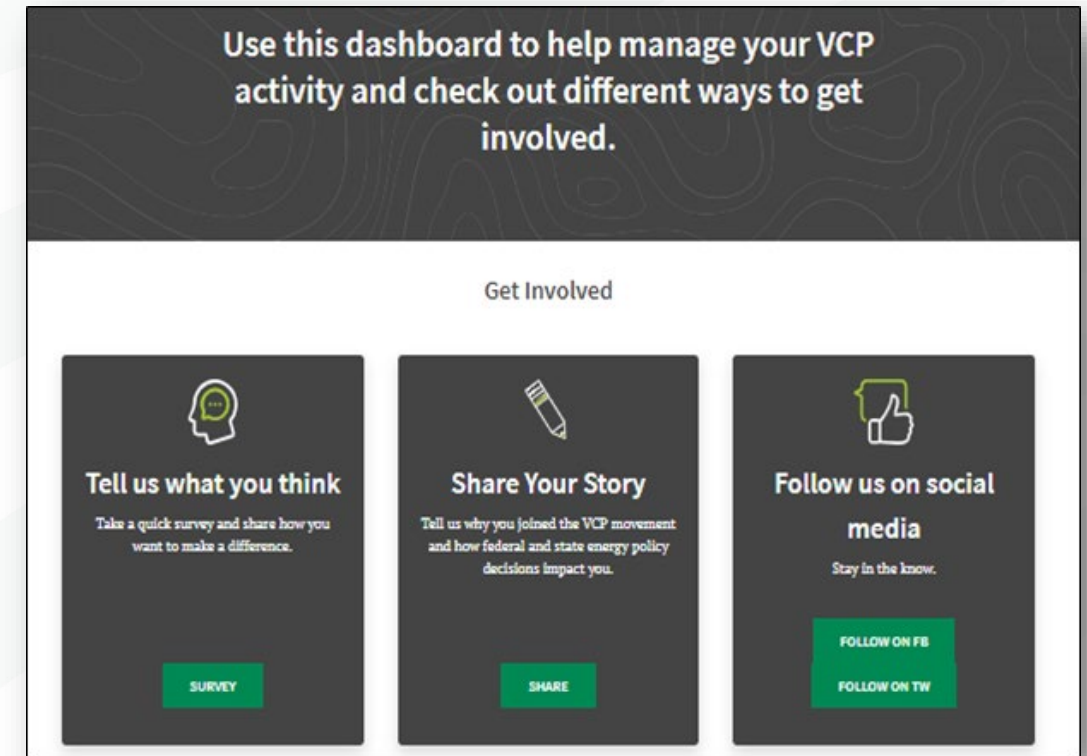
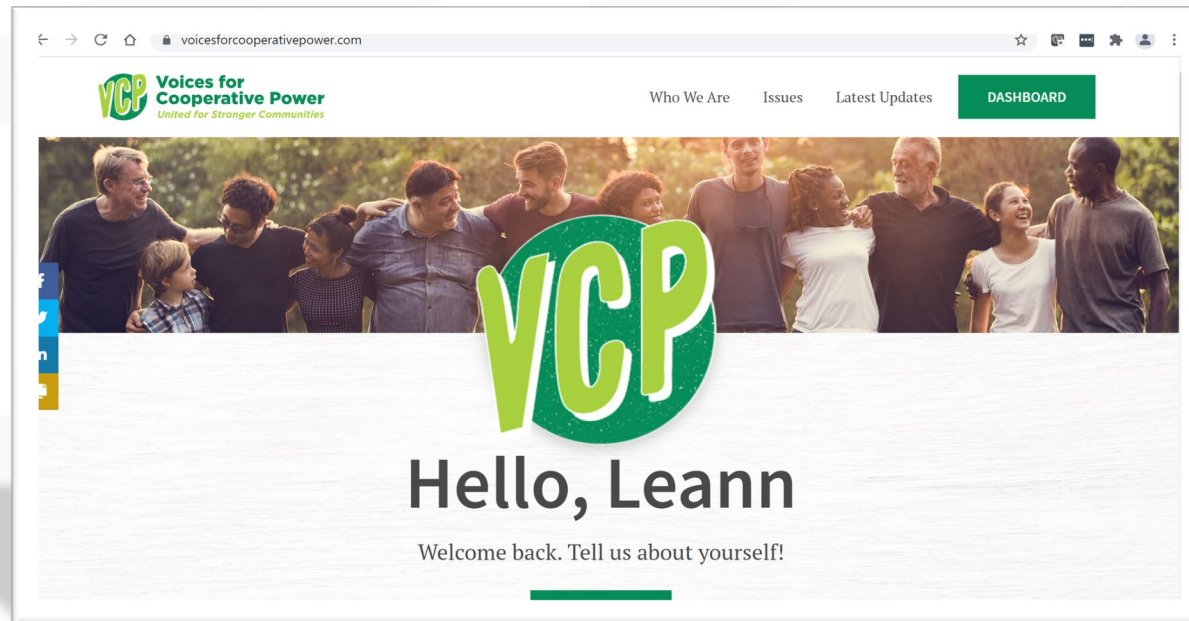
Co-op members face unique challenges. These are the issues that impact us most.

ISSUES



- ✓ Send advocate communications
- ✓ Learn more about the issues
- ✓ Share your / our story
- ✓ Stay engaged

**Tailored** content based on policy & communication preferences







**Voices for  
Cooperative  
Power** *United for Stronger  
Communities*

# Advocate Personas



## **Rural Individualists**

Opposed to outsiders interfering with their lives, will speak out against burdensome environmental and carbon regulations.



## **Rural Defender**

Supportive of federal and state programs that support rural communities such as broadband subsidies, federal grants and loan support.



## **Young Rural Ascendant**

Opposed to outsiders interfering with their lives and are a credible voice on what constitutes a reasonable approach to environmental policy.

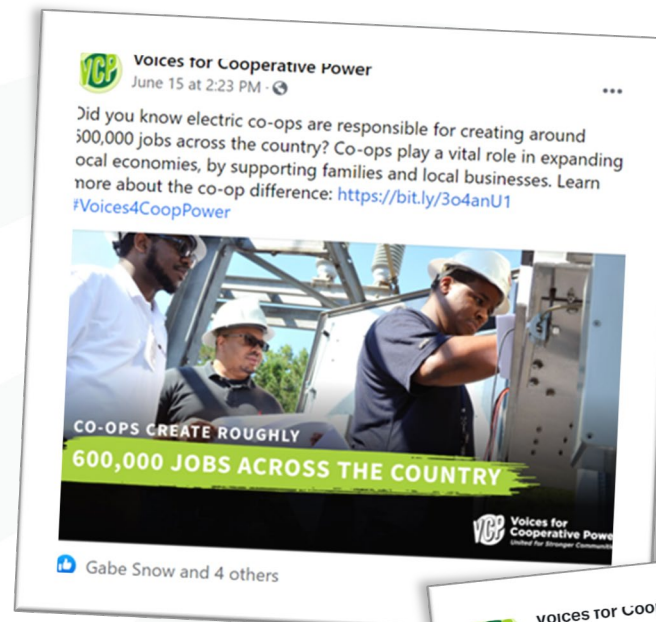


## **Suburban Resident**

Likely doesn't relate to co-ops as a feature of rural life, may feel fortunate to have a co-op providing electricity over a large corporation.



Utilizing online tools &  
**social media** to meet  
potential advocates  
**where they live** in the  
digital universe







## Young Rural Ascendant & Rural Individualist





## Suburban Resident

**Voices for Cooperative Power**  
Published by Lydia Menasria · October 1 at 2:34 PM · 🌐

Support affordable, reliable co-op electricity. Your energy future depends on it.



**Voices for Cooperative Power**  
Electric Utility Provider

Sign Up

👍❤️ 2.1K      207 Comments 2 Shares

**Voices for Cooperative Power**  
Published by Lydia Menasria · October 1 at 2:34 PM · 🌐

Energy policy changes could impact your electricity bills. VCP can help.



**Voices for Cooperative Power**  
Electric Utility Provider

Sign Up

👍👎 181      21 Comments





## Rural Individualist





**Voices for  
Cooperative  
Power** *United for Stronger  
Communities*

# VCP Recruitment - May 2021 to Date



- **Email Opt-Ins:** 34,451
- **Social Opt-Ins:** 29,827
- **Current States:** AL, AK, AR, AZ, CO, DE, FL, GA, IL, IN, IA, KS, KY, MD, MI, MN, MS, MT, NC, ND, NJ, NM, OH, OK, OR, PA, SC, SD, TN, TX, UT, WA, WV, WI





# VCP Opt-In Top 10\*




	<u>Social</u>	<u>Email</u>
1. Illinois	8,375	9,673
2. Texas	2,319	2,678
3. North Carolina	1,590	1,837
4. Georgia	1,523	1,759
5. Ohio	1,386	1,601
<b>6. Florida</b>	<b>1,191</b>	<b>1,376</b>
7. Missouri	1,080	1,248
8. Indiana	995	1,149
9. Tennessee	951	1,098
10. Kentucky	727	840


\*as of 12.01.2021

# Continued Engagement with Advocates


- Familiarize advocates with VCP
- Communications on a regular basis before an ask is made
- Provide issue background and information
- Create educated & confident advocates

 **Voices for Cooperative Power**  
June 14 at 11:46 AM · 🌐

"RUS repricing would result in fewer dollars flowing into the U.S. treasury, but it would put more money into the pockets of rural Americans to help jump-start the post-pandemic economy." Read the full story about [#RepricingRUSRates](https://bit.ly/2Rklj49) for co-ops here: <https://bit.ly/2Rklj49>

**WHY REPRICE RUS LOANS?** 

**"THE FLEXIBLE FINANCING FOR RURAL AMERICA ACT WOULD ALLOW NOT-FOR-PROFIT CO-OPS TO REPRICE THEIR RUS LOANS AT TODAY'S LOW INTEREST RATES—WHICH THEY CAN'T DO NOW WITHOUT BEING HIT WITH HUGE PREPAYMENT PENALTIES."**

  Cale McCall, Paul Mott and 4 others 1 Share

 **Voices for Cooperative Power**  
June 15 at 2:23 PM · 🌐

Did you know electric co-ops are responsible for creating around 600,000 jobs across the country? Co-ops play a vital role in expanding local economies, by supporting families and local businesses. Learn more about the co-op difference: <https://bit.ly/3o4anU1> [#Voices4CoopPower](#)



**CO-OPS CREATE ROUGHLY 600,000 JOBS ACROSS THE COUNTRY**

 **Voices for Cooperative Power**  
United for Stronger Communities

 Gabe Snow and 4 others





# Voices for Cooperative Power

*United for Stronger  
Communities*

Promotional Video

# Illinois Prairie State Plant - State Level Campaign



Help keep rural electricity  
**affordable** and **reliable**



# Illinois - State Level Campaign



Stop the State of Illinois from forcing the premature closure of Prairie State Energy Campus



Potential State Legislation, a comprehensive energy proposal, would mandate closure of coal-fueled power plants by 2035

In 2035, cooperatives will still have \$188 million of debt owed on Prairie State Energy Campus. That debt, coupled with the costs of replacement energy and capacity, could result in a 20% - 25% increased costs to our consumer's utility bills

Central and Southern Illinois are now net importers of energy – closure of Prairie State could mean dependence on generating assets in other states to provide assurances that energy will be there as needed.

**Any legislation proposed must provide a delayed effective date to the forced closure of not-for-profit owned power plants**

**Voices for  
Cooperative Power**  
*United for Stronger Communities*

Who We AreIssuesLatest UpdatesSIGN UP

## Help Illinois Electric Co-ops, Municipalities and Workers Prevent the Premature Closure of Prairie State

Lawmakers are on the verge of passing legislation that would raise electric rates and turn Illinois into an exporter of jobs and an importer of energy from neighboring states. The proposal would effectively force the pre-mature closure of the Prairie State Energy Campus, a highly efficient, state-of-the-art power plant in Illinois and open the door to energy produced in other states that are far behind Illinois on meeting carbon reduction goals. It would also jeopardize grid reliability.

Prairie State, which is owned by not-for-profit utilities that serve families across eight states, is an economic engine for Southern Illinois, employing more than 650 full-time workers and another 1,000 union contractors. It's annual economic impact on the region is greater than \$785 million per year. Moreover, this reliable baseload generator is integral to the efforts of its Illinois electric cooperative and municipal owners to keep energy affordable and reliable, even



### 3 ways to make your voice heard.

SEND A LETTER

TWEET

SHARE TO FACEBOOK



# Campaign Promotion



## Use your voice

Help Illinois electric cooperatives, municipalities and workers prevent premature closure of Prairie State.

Illinois lawmakers are on the verge of passing legislation that could raise electric rates and turn Illinois into an exporter of jobs and an importer of energy from neighboring states. The proposal would effectively force the premature closure of the Prairie State Energy Campus, a highly efficient, state-of-the-art power plant in Illinois and open the door to energy produced in other states that are far behind Illinois on meeting carbon reduction goals. It would also jeopardize grid reliability.

Prairie State, which is owned by not-for-profit utilities that serve families across eight states, is an economic engine for southern Illinois, employing more than 650 full-time workers and another 1,000 union contractors. Its annual economic impact on the region is greater than \$785 million per year. Moreover, this reliable baseload generator is integral to the efforts of its Illinois electric cooperative and municipal owners to keep energy affordable and reliable, even as they invest in a cleaner energy future.

In fact, Prairie State is a viable part of that transition to Illinois' energy future. Coming online in 2012 during the Obama-Biden Administration and purpose-built with \$1 billion of emissions controls, Prairie State stands apart from older, traditional coal plants. Even so, Prairie State is now partnering with state and federal officials to study ways to cut emissions even further.

The proposed legislation that would close Prairie State is an unfortunate case of policy getting ahead of technology. The current state of renewable solar and wind generation with its intermittent output cannot reliably or cost-effectively replace the steady baseload generation Prairie State provides.

Should Prairie State close prematurely, we will sacrifice affordability, reliability and jobs in Illinois. While Illinois is already outperforming U.S. Climate Alliance goals, we will end up importing power from neighboring states who are far behind on those goals, hoping they can keep our lights on.

We support a common-sense energy transition in which Prairie State can serve as the bridge to Illinois' energy future. Tell Illinois policymakers to keep energy affordable, reliable and made in Illinois.

Call the Governor's office and your local legislators to oppose this legislation. Visit [voicesforcooperativepower.com/illinois](https://voicesforcooperativepower.com/illinois) to send a letter of opposition. ♡





# Social Media Engagement

 **Shelby Electric Cooperative**  
July 22 · 🌐

WE STILL NEED YOUR HELP ...


Continued pressure is being placed on utilities by state legislators to close coal-fired power plants. Under the Illinois legislative energy proposal, Prairie State Energy Campus in Marissa, Illinois will be required to close by 2035 or sooner.

Shelby Electric Cooperative is committed to keeping energy affordable and reliable while we invest in a cleaner energy future, but we cannot let policy get ahead of technology. Current technology needs to... [See More](#)




Help keep rural electricity **affordable** and **reliable**

👍❤️ You and 19 others      2 Comments 10 Shares

 **AIEC**  
June 10 · 🌐

Early closure of Prairie State Energy Campus could result in 20-25% higher rural utility bills. Don't let environmental policy get ahead of technology. Tell Governor Pritzker and our State Legislators that we must keep energy affordable and reliable. Visit <https://voicesforcooperativepower.com/take.../alertid/1556/> to take action.



👍❤️ Ivy Prater and 18 others      3 Comments 107 Shares

 **Spoon River Electric**  
June 11 · 🌐

Early closure of Prairie State Energy Campus could result in 20-25% higher rural utility bills. Don't let environmental policy get ahead of technology. Tell Governor Pritzker and our State Legislators that we must keep energy affordable and reliable. Visit <https://voicesforcooperativepower.com/take.../alertid/1556/> to take action.



Help keep rural electricity **affordable** and **reliable**

👍❤️ 4      7 Comments 8 Shares



# Messages Sent

HELP ILLINOIS ELECTRIC CO-OPS,  
MUNICIPALITIES AND WORKERS  
PREVENT THE PREMATURE  
CLOSURE OF PRAIRIE STATE

ACTIVATED: 2021-06-09



**9,000+** Advocates sent  
**36,000 +** Messages to  
Illinois Governor, Senate &  
House

# CONNECT WITH US



**[VoicesForCooperativePower.com](http://VoicesForCooperativePower.com)**



**[www.Facebook.com/Voices4Coops](http://www.Facebook.com/Voices4Coops) | [@Voices4Coops](https://www.facebook.com/Voices4Coops)**



**[www.Twitter.com/Voices4Coops](http://www.Twitter.com/Voices4Coops) | [@Voices4Coops](https://twitter.com/Voices4Coops)**



**[www.Instagram.com/Voices4Coops](http://www.Instagram.com/Voices4Coops) | [@Voices4Coops](https://www.instagram.com/Voices4Coops)**



**[linkedin.com/company/voices-for-cooperative-power](http://linkedin.com/company/voices-for-cooperative-power)**



# Rural communities depend on Co-op Voters.

---

Learn about the issues.  
Find your polling place.  
Talk to your family and friends.



**Be an active participant in our democracy. Be a Co-op Voter.**

[www.vote.coop](http://www.vote.coop)

# What is Co-ops Vote?



A Non-partisan effort encouraging member political engagement

Enhances political strength of electric coops and the rural communities they serve

Builds relationships with elected officials on local, state and federal levels



# What is A Co-op Voter?

Wants to preserve the way of life in rural America, but not let our future generations be left behind technologically.



Believes in policies that will modernize our nation's energy supply in a way that keeps costs affordable, promotes system reliability, and avoids imposing undue burdens on our energy supply system.

Wants to be an active voice in the community and promote the democratic system of governance for all our nation's institutions, from our co-ops to the halls of Congress.

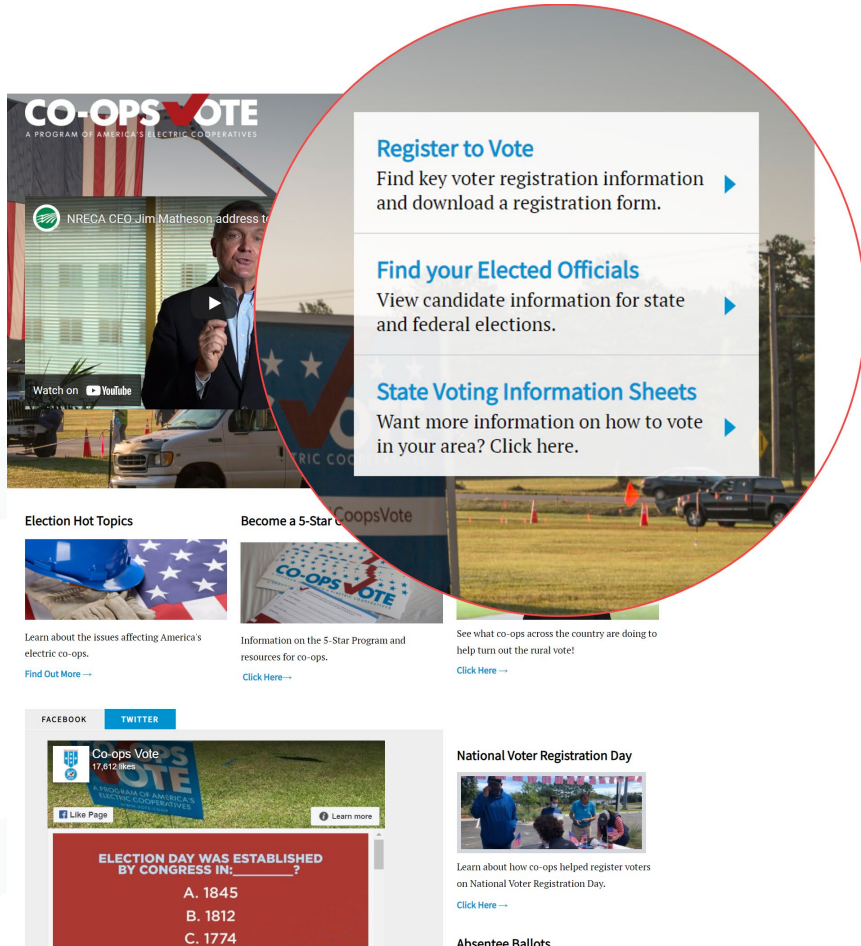


Will vote for any candidate, regardless of party, who is willing to help ensure that rural Americans have ready access to reliable, affordable energy.

**CO-OPS  
VOTE**  
A PROGRAM OF AMERICA'S  
ELECTRIC COOPERATIVES

[WWW.VOTE.COOP](http://WWW.VOTE.COOP)

# vote.coop voter resources



**CO-OPS VOTE**  
A PROGRAM OF AMERICA'S ELECTRIC COOPERATIVES

**Register to Vote**  
Find key voter registration information and download a registration form. ▶

**Find your Elected Officials**  
View candidate information for state and federal elections. ▶

**State Voting Information Sheets**  
Want more information on how to vote in your area? Click here. ▶

**Election Hot Topics**  
Learn about the issues affecting America's electric co-ops.  
[Find Out More →](#)

**Become a 5-Star CoopsVote**  
Information on the 5-Star Program and resources for co-ops.  
[Click Here →](#)

**National Voter Registration Day**  
Learn about how co-ops helped register voters on National Voter Registration Day.  
[Click Here →](#)

**Absentee Ballots**



**CO-OPS VOTE** Home Register to vote Candidates Elected officials Voter Information English Español

## Welcome, are you registered to vote?

Please provide your state-issued information to register to vote or to access your voter information.

Title Legal first name

Last name Suffix

Street address

Zip code

Email address

Phone number

☐ Subscribe to email updates  
☐ Subscribe to text messages updates

**Register to vote**

**CO-OPS VOTE** Home Register to vote Candidates **Elected officials** Voter Information English Español

## Find your elected officials

Learn about who represents you at the federal, state and local levels.

Title Legal first name

Last name Suffix

Street address

Zip code

Email address

Phone number

☐ Subscribe to email updates  
☐ Subscribe to text messages updates

**Find your elected officials**

## Get out the ✓ vote in Florida



**Primary: August 23, 2022**  
**Election Day: November 8, 2022**

### Why should you vote?

Voting is the one of the most powerful ways to make your voice heard in our democracy, but in 2016, only 61.4% of the voting age population in the United States reported voting.

Modern technology has improved access to information on candidates and made it easier to register to vote in many areas, and it is vital to be aware of how you can participate in the 2021 election.

### Florida's absentee and mail-in voting procedures

- No excuse required to request an absentee ballot

### Deadlines to know for voting in Florida

#### Voter registration deadline:

**October 10, 2022**

Twenty-nine days before an election

#### Absentee ballot deadlines:

If mailed or submitted in-person or online, request must be received by

**October 29, 2022**

Ten days before an election

#### Ballot submission deadline:

Must be received by 7 p.m. on election day

#### Primary registration deadline:

**July 21, 2022**

Voters must register 29 days before a primary election; only registered party members can vote in their party's primary

### How can you register to vote in Florida?

To register to vote in Florida, visit the State Board of Elections website for more information on voter eligibility and the registration process.

You can begin the registration process through Florida's Online Voter Registration System.

#### State Election Office

<https://dos.myflorida.com/elections/>

#### Online Voter Registration System

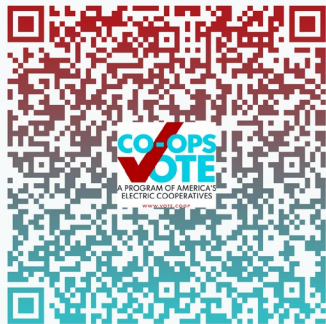
<https://registertovoteflorida.gov/home>

Information is current as of: April 8, 2021

Sources: Ballotpedia, Vote.org, USA.gov.



# 2021-2022 Co-ops Vote 5-Star 2-year Cycle



Encourages their consumer-members to learn about federal, state and local elections and helps make sure they are registered to vote

Empowers consumer-members to make independent, educated decisions about voting for the future of their cooperative and community



Engages with their elected officials by inviting them to visit the cooperative and meet with their co-op's consumer-members



Develops a political game plan to advance and advocate for issues on behalf of their electric cooperative



# THANK YOU



- Central Florida Electric Cooperative, Inc.
- CHELCO
- Clay Electric Cooperative, Inc.
- Florida Electric Cooperative Association
- Peace River Electric Cooperative, Inc.
- SECO Energy
- Seminole Electric Cooperative, Inc.
- Talquin Electric Cooperative
- West Florida Electric Cooperative
- Withlacoochee River Electric Cooperative, Inc.



# National Voter Registration Day 2022



# Mandatory Disclaimer

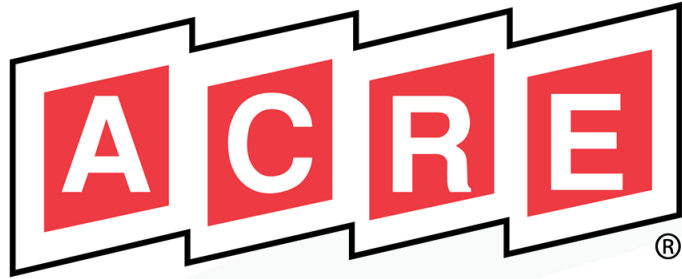


Contributions to the NRECA Action Committee for Rural Electrification® (ACRE®) are not tax deductible for federal income tax purposes. Contributions to ACRE® are voluntary and will be used for political purposes. You have the right to refuse to contribute without reprisal. Federal law prohibits contributions from foreign nationals who lack permanent resident status. Any contribution guidelines presented are merely suggestions. You are free to contribute more or less than the suggested amounts, or not at all. NRECA will not favor or disadvantage anyone by reason of the amount contributed or a decision not to contribute.

\*Federal law requires us to use our best efforts to collect and report the name, mailing address, occupation and name of employer of individuals whose contributions exceed \$200.



# What is ACRE<sup>®</sup>



**ACRE<sup>®</sup>** is a PAC of more than **35,000** individuals who are **employees, directors or consumer-members** of America's electric cooperatives and its service members.





**ACRE raised a RECORD**  
**\$4,718,961.01**

**for the 2019-2020 Election Cycle**



# 2019-2020 ACRE support for Florida candidates

Bilirakis, Gus (FL-12-R)	Won	\$10,000
Cammack, Kat (FL-3-R)	Won	\$1,500
Demings, Val (FL-10-D)	Won	\$4,000
Diaz-Balart, Mario (FL-25-R)	Won	\$4,000
Donalds, Byron (FL-19-R)	Won	\$1,500
Dunn, Neal (FL-2-R)	Won	\$9,000
Frankel, Lois (FL-21-D)	Won	\$1,500
Gaetz, Matt (FL-1-R)	Won	\$1,500
Hastings, Alcee (FL-20-D)	Won	\$5,000
Lawson, Al (FL-5-D)	Won	\$8,000
Mast, Brian (FL-18-R)	Won	\$3,000

Mucarsel-Powell, Debbie (FL-26-D)	<i>Lost</i>	\$3,000
Murphy, Stephanie (FL-7-D)	Won	\$10,000
Posey, Bill (FL-8-R)	Won	\$3,000
Rutherford, John (FL-4-R)	Won	\$3,000
Soto, Darren (FL-9-D)	Won	\$10,000
	<i>Lost</i>	
Spano, Ross (FL-15-R)	<i>Primary</i>	\$3,000
Steube, Greg (FL-17-R)	Won	\$3,000
Waltz, Michael (FL-6-R)	Won	\$3,000
Wasserman Schulz, Debbie (FL-23-D)	Won	\$3,500
Webster, Daniel (FL-11-R)	Won	\$4,000
Wilson, Frederica (FL-24-D)	Won	\$3,000
Yoho, Ted (FL-3-R)	<i>Retiring</i>	\$1,500

# 2021-2022 ACRE support for Florida candidates

Bilirakis, Gus (FL-12-R)	\$2,500
Buchanan, Vern (FL-16-R)	\$0
Cammack, Kat (FL-3-R)	\$1,000
Castor, Kathy (FL-14-D)	\$0
Crist, Charlie (FL-13-D)	\$0
Demings, Val (FL-10-D)	\$0
Deutch, Ted (FL-21-D)	\$0
Diaz-Balart, Mario (FL-25-R)	\$0
Donalds, Byron (FL-19-R)	\$0
Dunn, Neal (FL-2-R)	\$2,500
Frankel, Lois (FL-22-D)	\$0
Franklin, Scott (FL-15-R)	\$0
Gaetz, Matt (FL-1-R)	\$0
Gimenez, Carlos (FL-26-R)	\$2,500

Lawson, Al (FL-5-D)	\$0
Mast, Brian (FL-18-R)	\$0
Murphy, Stephanie (FL-7-D)	\$2,500
Posey, Bill (FL-8-R)	\$0
Rubio, Marco (FL-S-R)	\$0
Rutherford, John (FL-4-R)	\$1,000
Salazar, Maria (FL-27-R)	\$0
Scott, Rick (FL-S-R)	\$5,000
Soto, Darren (FL-9-D)	\$5,000
Steube, Greg (FL-17-R)	\$1,000
Waltz, Michael (FL-6-R)	\$0
Wasserman Schultz, Debbie (FL-23-D)	\$0
Webster, Daniel (FL-11-R)	\$0
Wilson, Frederica (FL-24-D)	\$0



# Growing ACRE Together

[www.cooperative.com/acrecontribution](http://www.cooperative.com/acrecontribution)

## 01

Contribute Today

## 02

Achieve Honor Roll Status

- Board
- Management & Eligible Employees
- Century, President's Club & Leadership Circle
- Co-op Owners for Political Action

## 03

Launch a Co-op Owners for Political Action effort

Introduce Ambassador Club Level: \$50.00

Encourage Spouse Participation

# 2020 & 2021 impacts on ACRE support

COVID cancellations & operations disruptions

Adjusted giving patterns

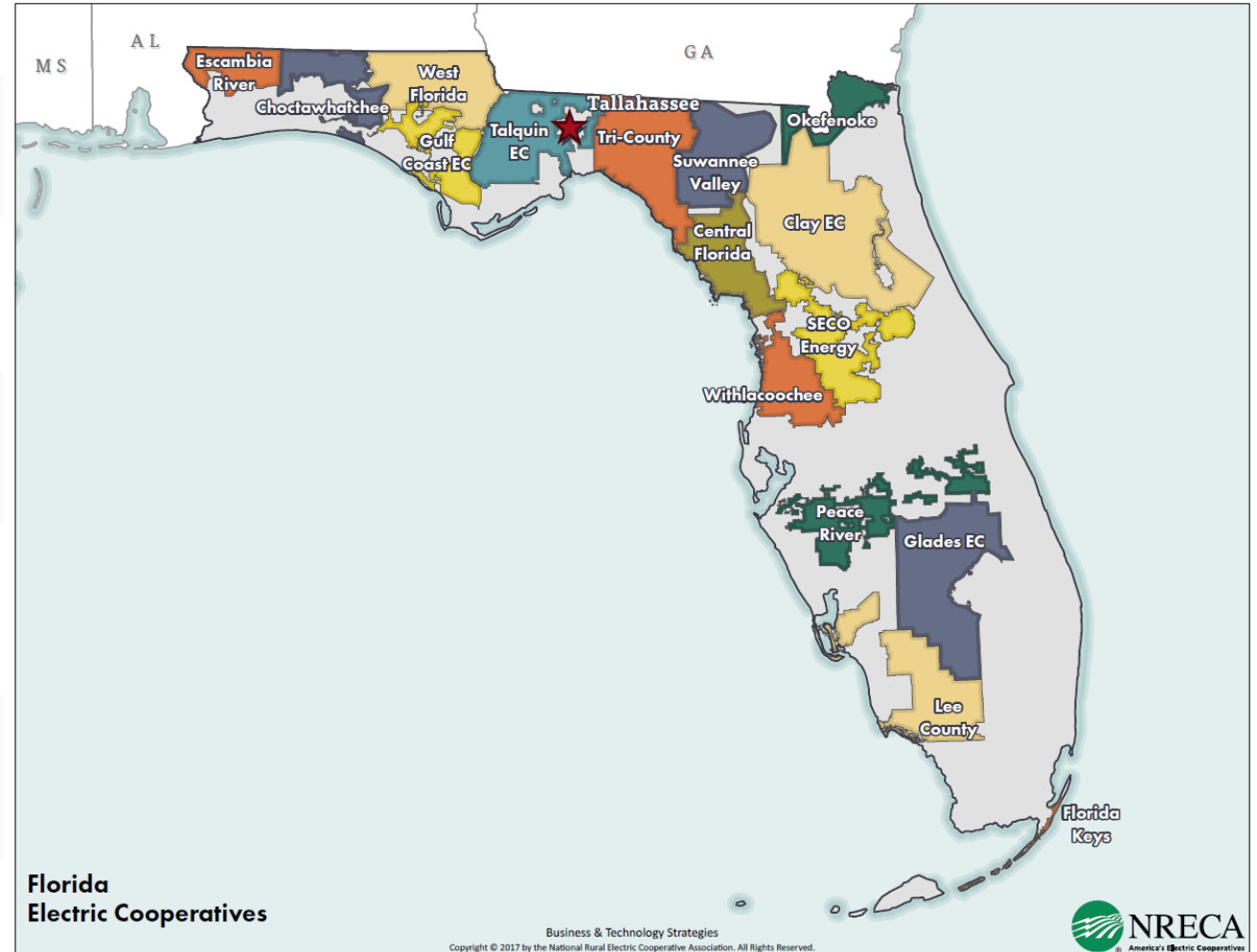
Political unrest



# FECA Participation

## Receipt & Member 2 Year Analysis

- 2019 Receipts: \$138,399.12
- 2020 Receipts: \$137,778.72
- 2019 Members: 2,762
- 2020 Members: 2,555



# Growing ACRE Together

[www.cooperative.com/acrecontribution](http://www.cooperative.com/acrecontribution)

## 01

Contribute Today  
Join or renew your  
membership

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Launch a Co-op Owners for  
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Introduce Ambassador Club  
Level: \$50.00

Encourage Spouse  
Participation

# ACRE® Staff Contacts



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[www.cooperative.com/acrecontribution](http://www.cooperative.com/acrecontribution)



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\*Federal law requires us to use our best efforts to collect and report the name, mailing address, occupation and name of employer of individuals whose contributions exceed \$200.