

2023 Florida Lobby Clinic



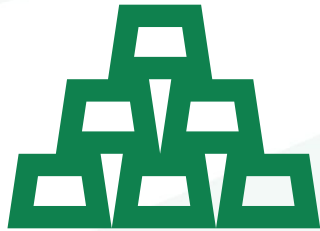
THE IMPORTANCE OF POLITICAL ADVOCACY



OUR TOOLS AND HOW TO USE THEM

**WHAT DO YOU THINK WHEN
YOU HEAR THE TERM
POLITICAL ADVOCACY?**

WHY IS ADVOCACY IMPORTANT?



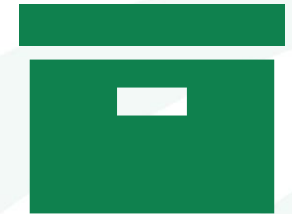
Civic Engagement with
Members



Engagement with
elected officials



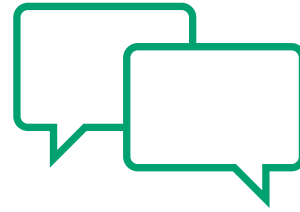
Political
Fundraising



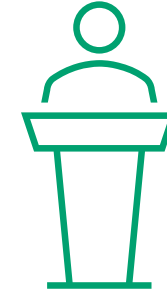
Issue Activation



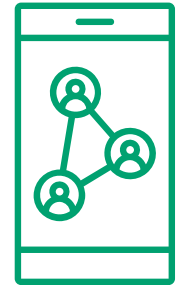
Membership Value:
"Co-op 101"



Message
Repetition



Direct
Advocacy



Digital and Social Media



Earned Media:
local & national



NRECA AND FLORIDA CO-OPS



Membership
activation



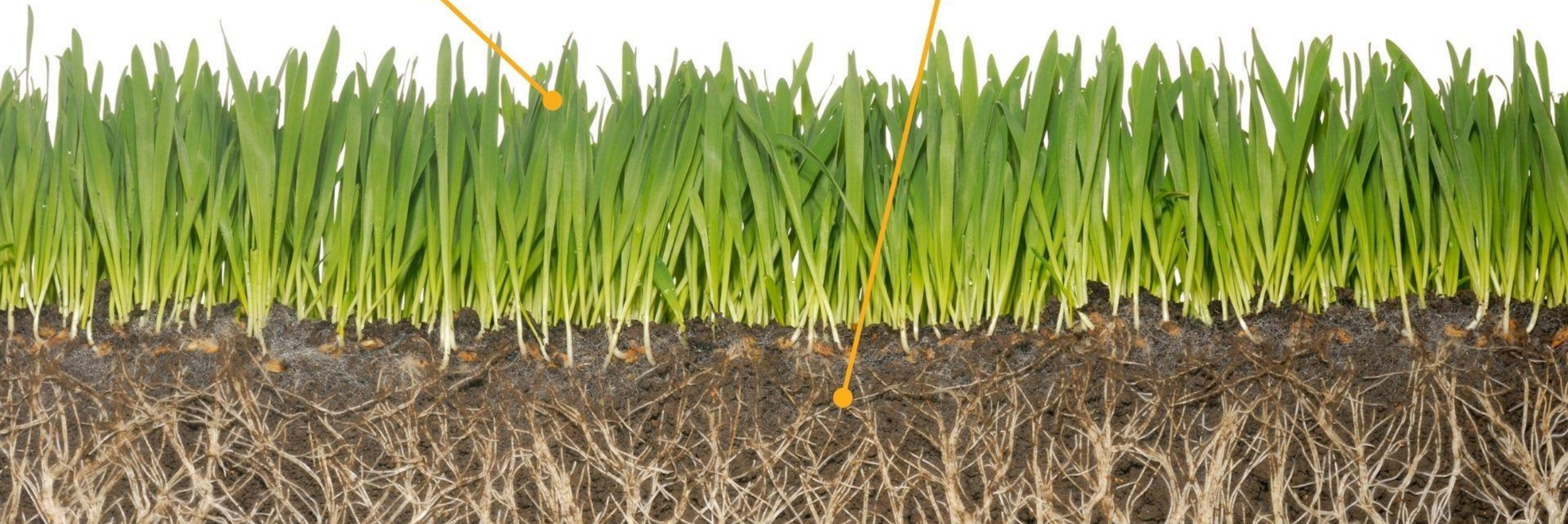
Advertising

GRASSTOPS

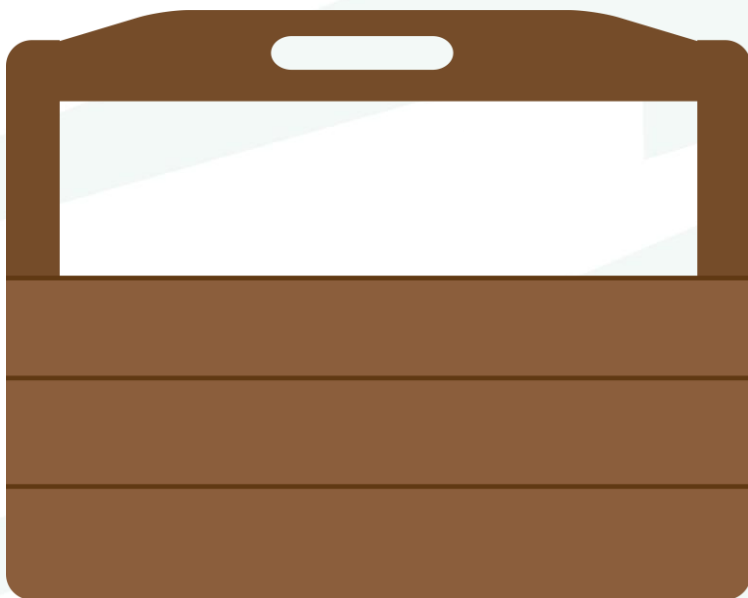
- Directors
- CEO's
- Employees
- Almost 70,000

GRASSROOTS

- Consumer-members
- General co-op supporters
- Almost 42 million nation-wide.



IT STARTS WITH PEOPLE.



- Advocacy is all about **building relationships and connections.**
 - The act of **voting is the first step** toward building a relationship with an elected official
 - Elected officials **WANT** and **NEED** to meet with constituents – **that's you!**
- These words are so powerful:
 - “I’m a constituent and I vote.”

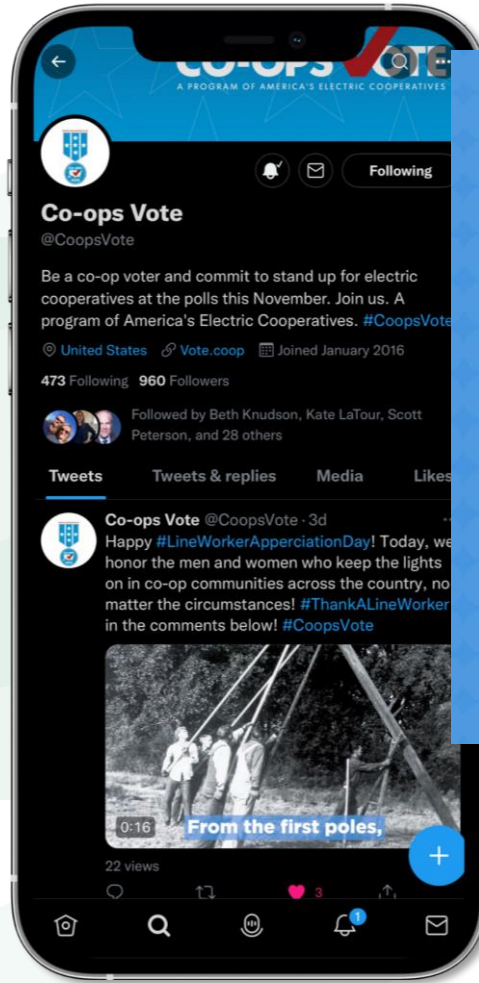
CO-OPS VOTE



- Started in 2016, to help increase voter turnout in rural America.
- A non-partisan program, aimed at enhancing the political strength of co-ops.
- Relationship builder with elected officials on local, state and federal levels.
- Encourages co-ops to get engaged through 5-star program increasing local political advocacy.

Communication Tactics

- Social Media
- NVRD
- Youth Engagement
- Co-op Visits
- Hill visits



 **Co-ops Vote**
@coopsvote

This is it.

This is your reminder to check and see if there is a @#NationalVoterRegistrationDay event in your community! #CoopsVote

Find out at nationalvoterregistrationday.org



CO-OPS

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

Your voter information

- ✓ Voter registration status
- ✓ Polling place
- ✓ Absentee ballots
- ✓ Election rules
- ✓ Official state website

Title	Legal first name	Last name	Suffix
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

Street address

Zip code

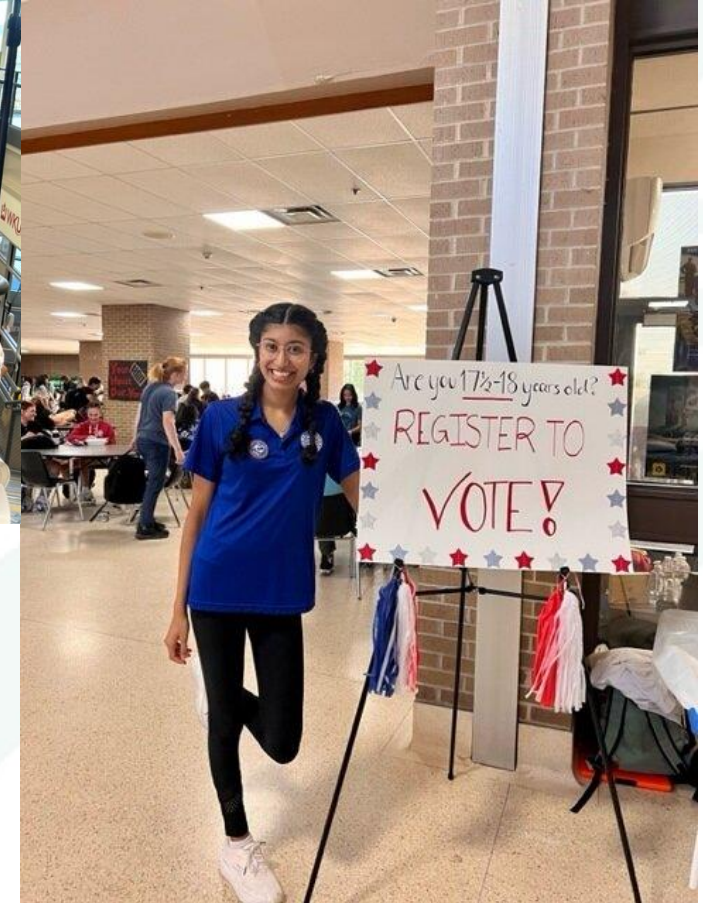
Email address

Phone number

☒ Subscribe to email updates
☒ Subscribe to text message updates

[Check registration status](#)

Co-ops Vote – Youth Engagement



A 5-Star Co-op...



Invites elected officials
and candidates for a co-
op visit



Educates members on
vital issues



Encourages employees
and members to
register and vote



Includes civic and
grassroots engagement
in strategic plans.

5-STAR CO-OP

CO-OPS  **OTE**

Thank you Florida 5-Star Co-ops!



- Glades Electric Cooperative
- Gulf Coast Electric Cooperative
- Peace River Electric Cooperative
- Seminole Electric Cooperative
- Tri-County Electric Cooperative
- West Florida Electric Cooperative



COOPERATIVE.COM

MY BENEFITS →

STEVEN M. ▾



Co-ops Vote Campaign Headquarters

Let's Make Our Co-op Communities #VoteReady!

Co-ops Vote is a non-partisan effort to ensure over 42 million co-op consumer-members make their voices heard in local, state and federal elections, thus strengthening the connection between the co-op, its employees and members, and those that serve us in Washington, D.C., and in our state capitols.

We hope the tools on this page will help you start and continue the dialogue with candidates and elected officials all year.

Get started with the items below or more on the resources page!



What is Co-ops
Vote?



What is a Co-op
Voter?



Program
Resources



The 5-Star
Program

Revamped Page

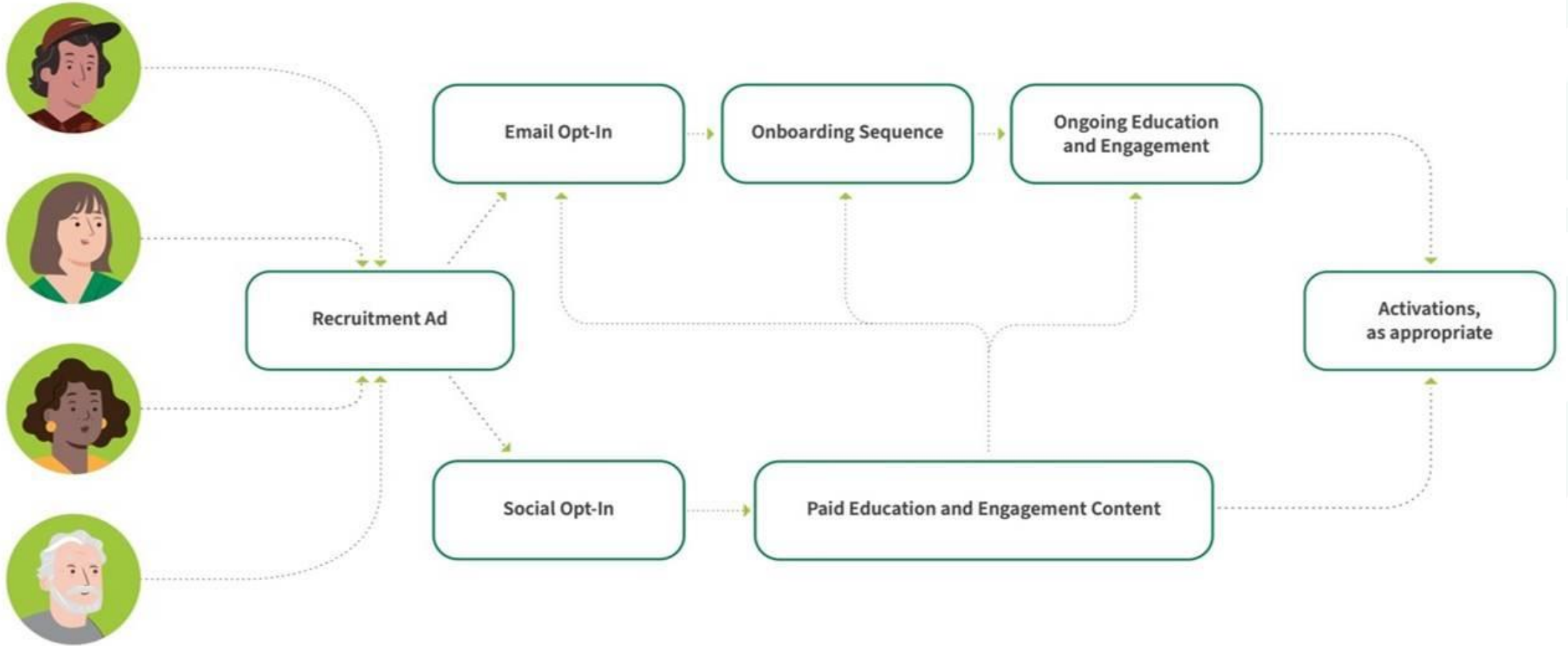
- A one-stop-shop for all your Co-ops Vote resources.
- Submit your application to reach five-star status.
- Build relationships with elected officials.

www.cooperative.com/coopsvote



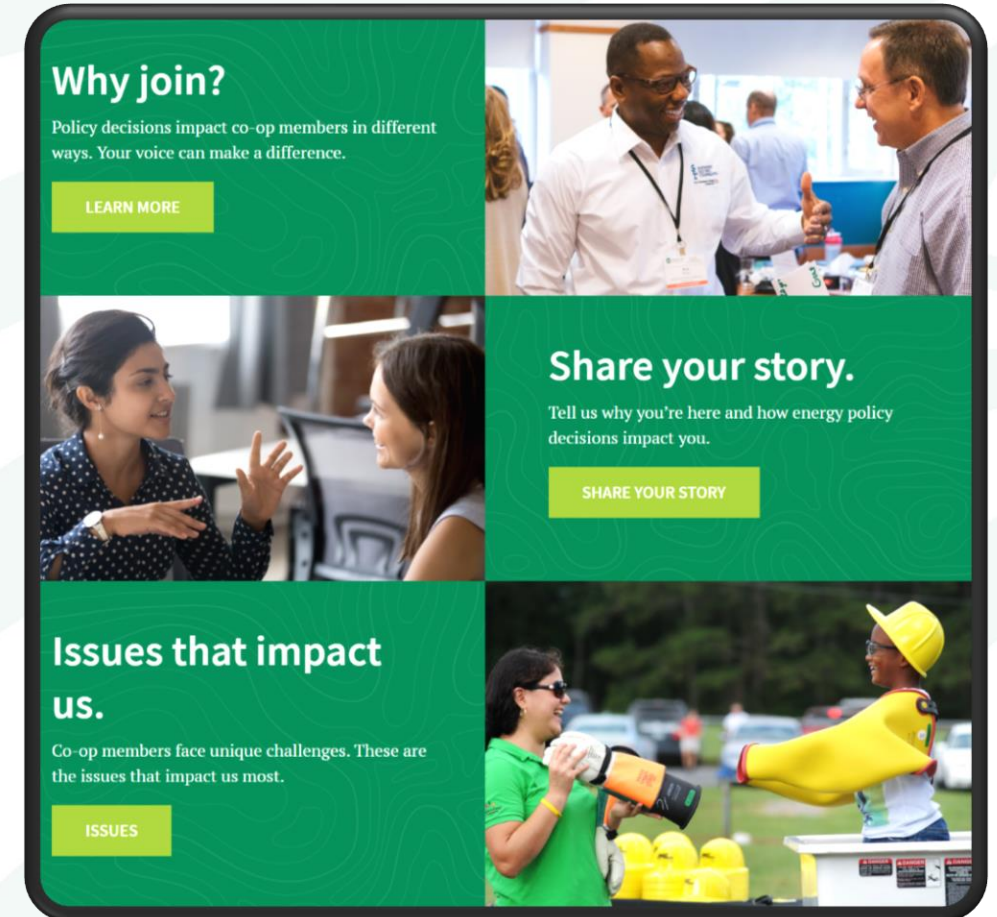
- A network of **electric co-op members** working together to **influence government officials** who are making energy policy decisions that impact our co-op and, by extension, our way of life.
- Started in 2021 to replace Action.Coop.
- Focuses on digital communication and new techniques.
- Engages a new spread of members.

Advocate Journey



voicesforcooperativepower.com

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



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



VCP **Voices for Cooperative Power**
Sponsored · Paid for by Voices for Cooperative Power

There are electric utilities, and there are electric co-ops.
Both connect you. But there's a big difference.

 Member owned.	 Locally operated.	 Community first.
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VOICESFORCOOPERATIVEPOWER.COM
VCP gives you a platform to talk about the many ways
your electric co-op supports your community. Learn...

[Learn More](#)

VCP **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



👍 Gabe Snow and 4 others

VCP **Voices for Cooperative Power** @voices4coops · Sep 16

VCP is making it easy and rewarding to support your co-op community! Join VCP and learn how you can earn badges when you take action! #JoinVCP #Voices4Coops



🗨️ ↗️ ❤️ ↕️

ENGAGEMENT STRATEGIES

Education

- Social Media
- Blog
- Co-op Involvement

Engagement

- Paid Social Media
- Website
- Dashboard
- Gamification
- Share your story
- Nominate your co-op.
- Share content.

Activate

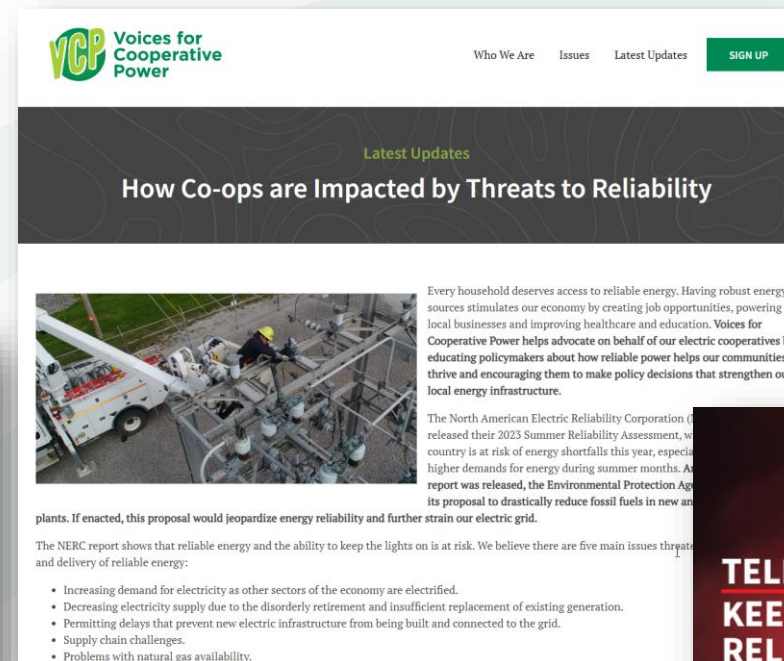
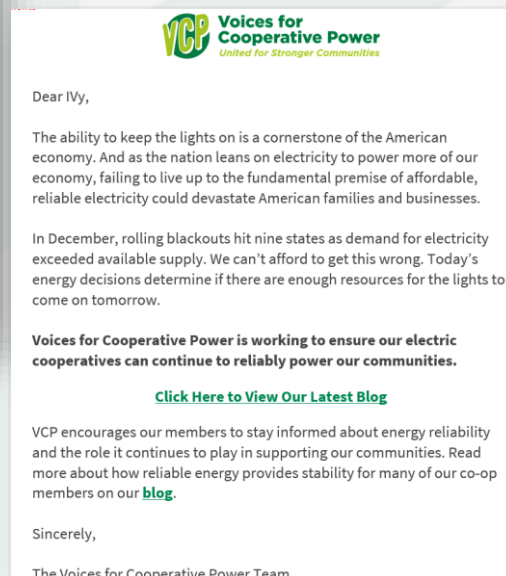
- Paid social ads
- Website
- Multi-channel action alerts.
- Emails
- Paper Communications.


These new ways of **engaging members** allow us to create **new opportunities** for **relationship-building** with the elected officials.




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
 April 8 at 11:38 AM · 🌐

From improving local infrastructure to making rural broadband a reality, co-ops are helping make next-generation technology a reality in the communities they call home. Learn more here: <https://bit.ly/2VoVYYr> #Voices4Coops #PoweringTomorrow




Welcome Ivy!

Your dashboard is your guide to staying informed and an active member of our community. We want to make it easy and rewarding to participate in all sorts of activities to help support your electric co-op community. Every voice matters and every action can make a difference! Learn more [here](#) about our badge achievement system and take part in our featured challenges to stay involved.


Badges in gray are available to unlock.
 Click a gray badge to learn more about the achievement.
 Completed badges will appear in color - congratulations!

My Achievements
[View all](#)



Voices for Cooperative Power
 March 28 at 12:05 PM · 🌐

America's electric cooperatives provide power to over 42 million Americans, covering 2.7 million miles. Stand up for your co-op by joining Voices for Cooperative Power, a grassroots network of co-op members working on behalf of their community. Join here: <https://bit.ly/3eXJnSy>




Make your voice heard today!


Co-op members have a unique perspective on energy policy, and VCP allows members like you to share that message with elected officials.

[SHARE YOUR STORY NOW](#)


What other VCP members are saying



"On a Sunday not long ago, the transformer on the power pole by the road supplying electricity to my home stopped working. I called the help line at Thumb Electric (TEC) and they sent an



"Joining my local coop was an easy choice to make. As a co-op member, I have a voice in how our power is acquired and delivered and a stake in the future reliability and affordability of our



"I have spent 60 of my 67 years on a co-op electric distribution system. Same one in fact. Never an issue with power, great service and quick repairs. And I love the divide pay back at each year end."

These new ways of engaging members allow us to create new opportunities for relationship building with the elected officials.

Current Recruitment (since launch of VCP in May 2021)



Email Opt-ins: 135,848



Social Opt-ins: 878,717



Florida Email Opt-ins: 6,508



Florida Social Opt-ins: 42,096

Call to Action Items

TELL THE EPA:

**WE NEED POLICIES THAT KEEP
ENERGY RELIABLE AND
AFFORDABLE.**

American families and businesses expect the lights to stay on at a price they can afford. Our national energy policies must support this fundamental promise. But burdensome new regulations threaten the future of reliable energy.

What's Happened? In May, the Environmental Protection Agency (EPA) proposed unworkable regulations for new and existing power plants.

Electric cooperatives are driving innovation in low- and zero-emission energy technologies. However, this proposal would require the use of carbon capture and hydrogen technologies that are promising but not yet commercially viable. This will force the early closure of always available power plants while also making it harder to permit, site, and build critical new power plants.

This proposal will further strain America's electric grid and undermine decades of work to keep the lights on. The EPA must recognize the disruptive impact these requirements will have on the future of reliable energy before it's too late.

We need YOUR help to make a difference!

Act today and tell the EPA that keeping the lights on is essential. Your voice matters. Join us in urging the EPA to reconsider these regulations and prioritize policies that ensure a reliable and affordable energy supply for the future.



2 ways to make your
voice heard.

SEND A LETTER

SHARE TO FACEBOOK



Voices for Cooperative Power

Sponsored · Paid for by Voices for Cooperative ...

Washington's new proposals to regulate power plant emissions would put reliable and affordable electricity at risk. We can't let that happen.

**REGULATORS IN
WASHINGTON ARE
THREATENING
RELIABLE ENERGY.
TAKE ACTION**

<https://voicesforcooperativep...>

We need your help.
Act today and tell the EPA...

Learn more



**Voices for
Cooperative
Power**



Dear Megan,

Affordable energy is VITAL for American families and businesses. But a new proposal from Washington is threatening your access to reliable power.

If regulators get their way, the threat of rolling blackouts will increase and reliable energy will become unaffordable for many. **This is unacceptable.**

We need your help! Tell regulators that energy policies must reflect the needs of everyday Americans – like you!

**PROTECT AFFORDABLE
ENERGY NOW**

Urge regulators to reconsider their harmful proposals!

Thank you,

The Voices for Cooperative Power Team

EPA Power Plant Rule Mobilization: Campaign Update*



342,076

*New VCP members
recruited since launch*



23%

*Percentage of people who
opened email – This
EXCEEDS the average*



11,600,000+

*Number of times content
viewed on social media*



106,070

Total comments submitted to EPA



714,000+

*Number of social engagements (comments,
shares, clicks, reactions, follows)*

Parallel Action From Co-ops, Statewides and consumer-members



950+

*Social posts across Facebook, Instagram, LinkedIn
and Twitter .*



209K+

Impressions from social posts


OKLAHOMA CASE STUDY

Issue: A restrictive Pole Attachment Bill was introduced in the state house.

Problem: Would benefit large Telecom Companies.

Tools and Tactics:

- Email communications to multiple audiences.
- Targeted Content.
- Consistent Messaging and engagement using various platforms.



OAEC - Oklahoma Association of Electric Cooperatives
March 22 at 8:04 AM · 🌐

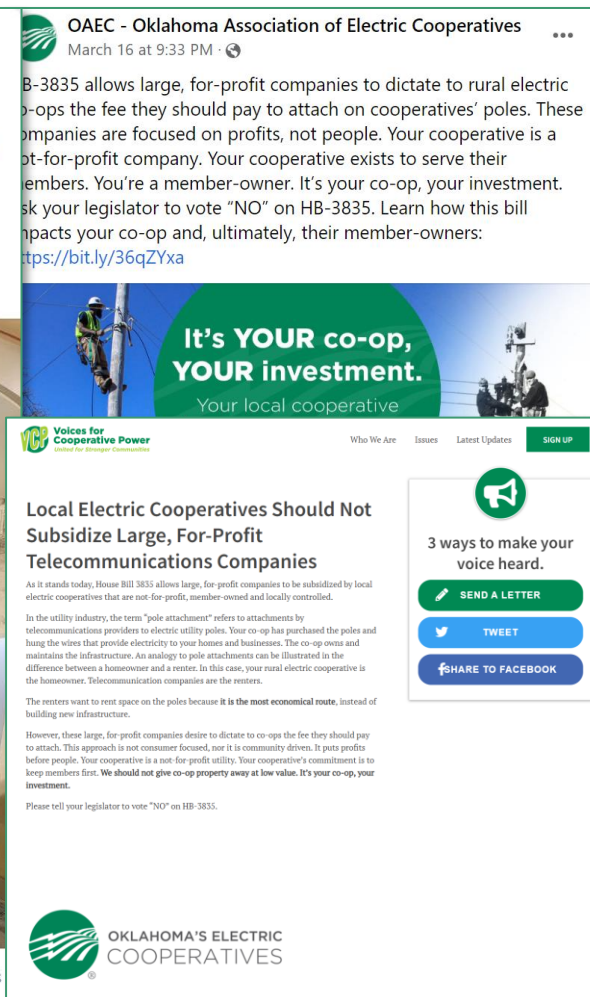
Officials from many of Oklahoma's electric cooperatives are at the State Capitol this week visiting with state representatives explaining the adverse impact HB-3835 would have on electric cooperatives and their consumer-members. Co-ops urge lawmakers to not allow large, for-profit companies to be subsidized by rural electric cooperatives.

TAKE ACTION NOW: There's still time to ask your legislator to VOTE NO on HB-3835: <https://buff.ly/3IfymSt>

To learn more about the implic... [See more](#)

24

4 Shares



OAEC - Oklahoma Association of Electric Cooperatives
March 16 at 9:33 PM · 🌐

HB-3835 allows large, for-profit companies to dictate to rural electric co-ops the fee they should pay to attach on cooperatives' poles. These companies are focused on profits, not people. Your cooperative is a not-for-profit company. Your cooperative exists to serve their members. You're a member-owner. It's your co-op, your investment. Ask your legislator to vote "NO" on HB-3835. Learn how this bill impacts your co-op and, ultimately, their member-owners: <https://bit.ly/36qZYxa>

It's YOUR co-op, YOUR investment.
Your local cooperative

Voices for Cooperative Power
Uniting for Stronger Communities

Who We Are Issues Latest Updates [SIGN UP](#)

Local Electric Cooperatives Should Not Subsidize Large, For-Profit Telecommunications Companies

As it stands today, House Bill 3835 allows large, for-profit companies to be subsidized by local electric cooperatives that are not-for-profit, member-owned and locally controlled.

In the utility industry, the term "pole attachments" refers to attachments by telecommunications providers to electric utility poles. Your co-op has purchased the poles and hung the wires that provide electricity to your homes and businesses. The co-op owns and maintains the infrastructure. An analogy to pole attachments can be illustrated in the difference between a homeowner and a renter. In this case, your rural electric cooperative is the homeowner. Telecommunication companies are the renters.

The renters want to rent space on the poles because it is the most economical route, instead of building new infrastructure.

However, these large, for-profit companies desire to dictate to co-ops the fee they should pay to attach. This approach is not consumer focused, nor it is community driven. It puts profits before people. Your cooperative is a not-for-profit utility. Your cooperative's commitment is to keep members first. We should not give co-op property away at low value. It's your co-op, your investment.

Please tell your legislator to vote "NO" on HB-3835.

OKLAHOMA'S ELECTRIC COOPERATIVES

3 ways to make your voice heard.

[SEND A LETTER](#)

[TWEET](#)

[SHARE TO FACEBOOK](#)



America's Electric Cooperatives | PAC

- National political action committee representing electric co-ops across the country.
- Unlike most other PACs, the PAC is a truly grassroots PAC comprising of more than 31,000 co-op directors, employees and consumer-members.
- The PAC supports political candidates who will protect the interests of our electric co-ops and the communities they serve.

Rebrand Project Timeline

Q1/Q2 2022
Research

Q3 2022
Concept
selection

Q4 2022
Brand
design

Q1 2023
Launch

May 2023 - December 2024
Stakeholder Outreach and PAC Engagement

Recent PAC Trends



Co-ops are raising more money from less people



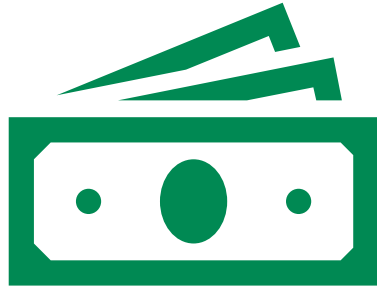
Co-ops are seeing an increase in board members, CEO's and employees retiring



Many co-ops stopped asking new arrivals to join the PAC

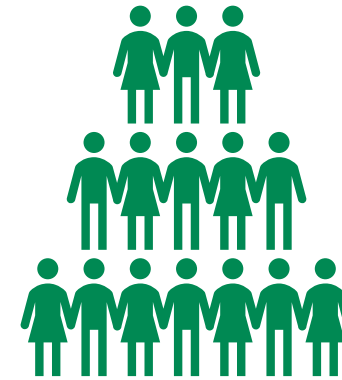
Membership/Dollars Raised Comparison

Comparison of 2017 and 2022



2017 = \$1,739,414.75

2022 = \$2,166,967.97

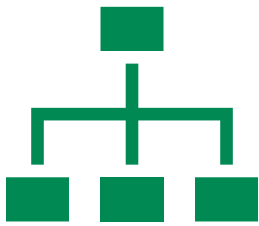


2017 = 36,422

2022 = 30,326

Growing the PAC

Work with NRECA, Statewides and co-ops to:



Identify areas for improvement

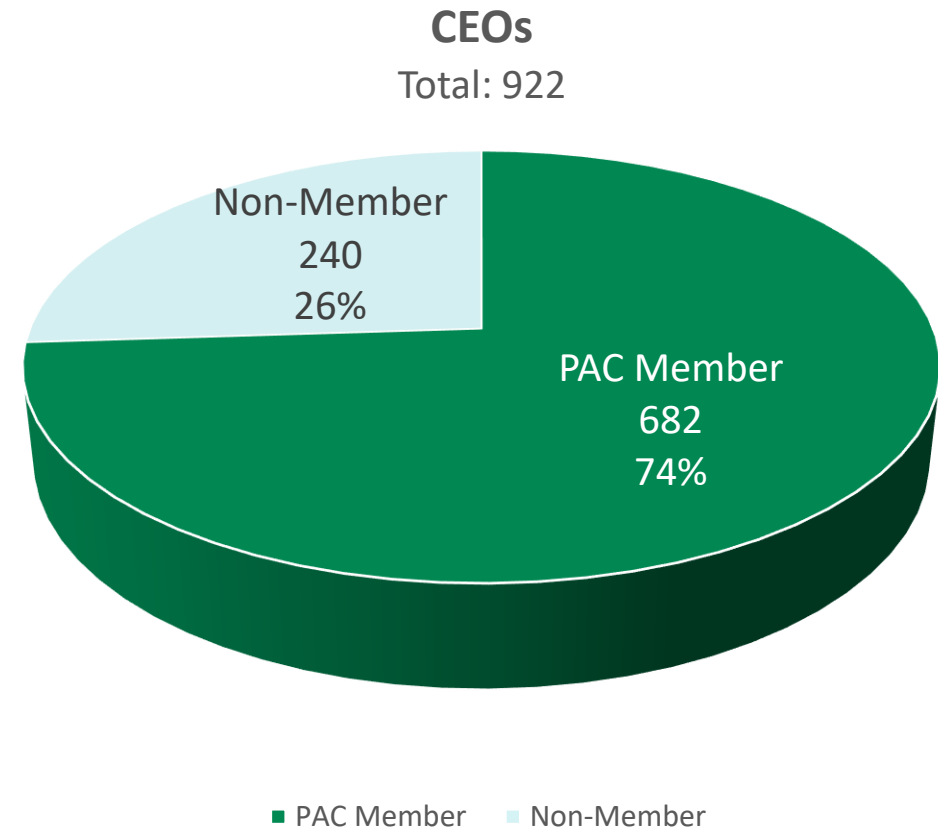
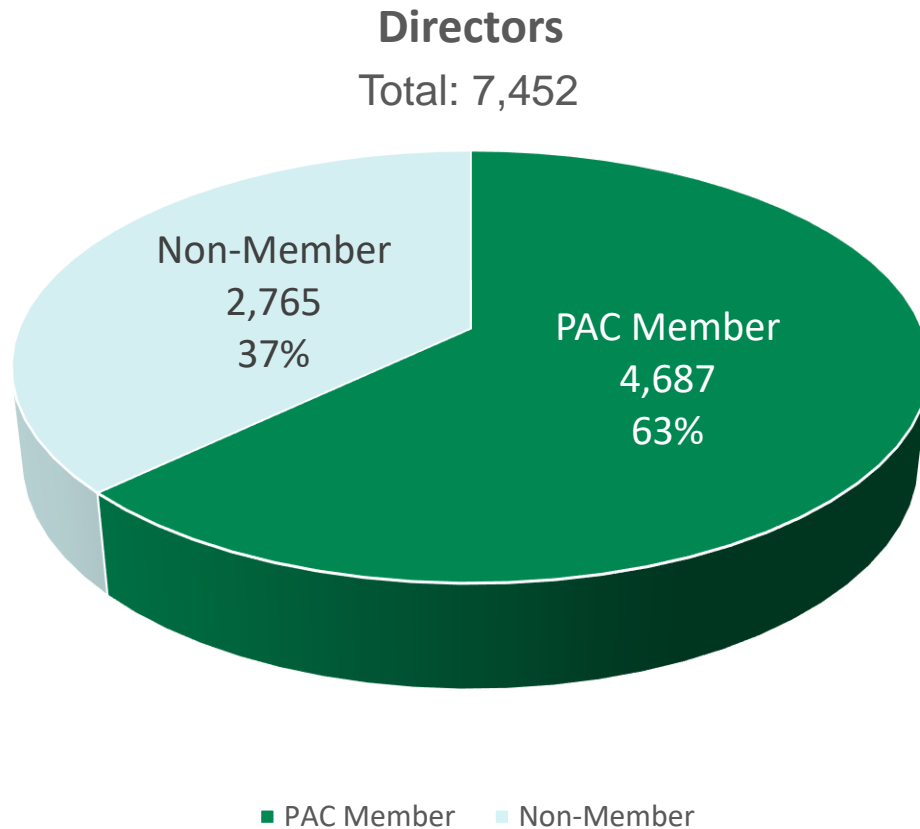


Develop state outreach plans

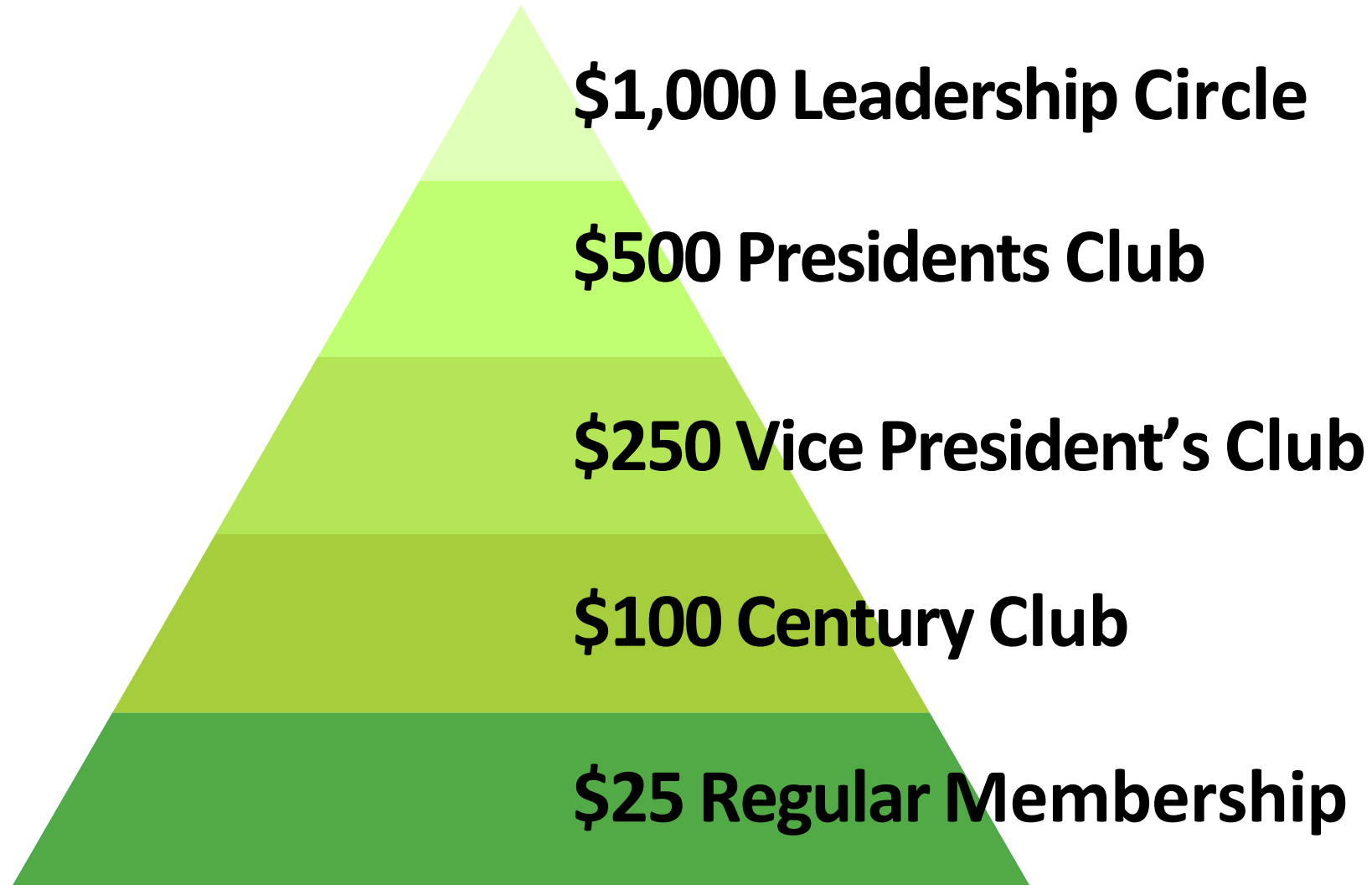


Set target goals for participation

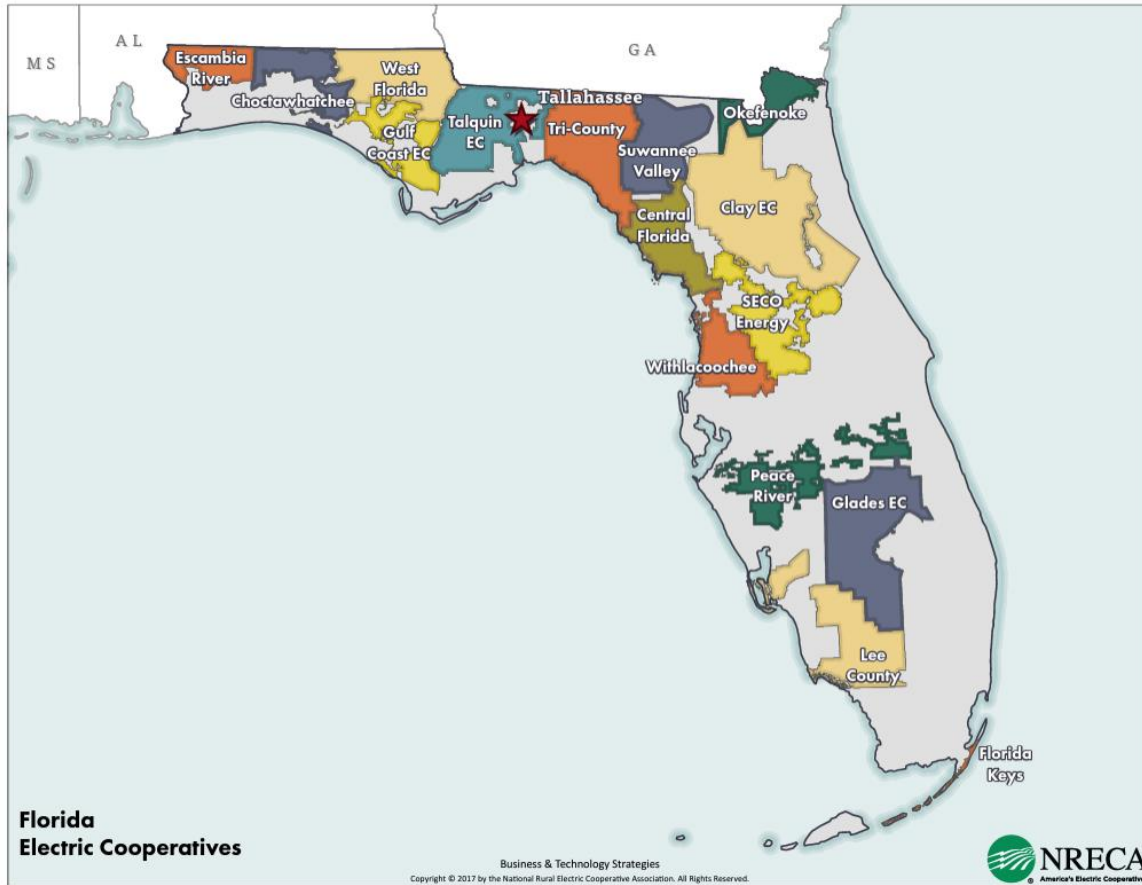
Directors and CEO Participation in 2022



Membership Levels



Florida PAC Profile



2022	Total	PAC	PAC \$
Directors	140	93	\$12,999.79
Employees	2,875	1,207	\$80,414.73
CEOs	17	12	\$7,570.00
Members	2,159,319	813	\$20,204.95
Other		89	\$3,089.43
Total		2,214	\$124,278.90

2021-2022		Dollars
Receipts		\$255,570.17
Political Contributions	-	\$98,000.00
State Refunds	-	\$126,727.60
Net	=	\$30,842.57

Florida Membership Trends

Year	Members	Member Ranking	Dollars Raised	Dollars Ranking
2017	2,768	4 th	\$157,696.78	3 rd
2018	2,725	4 th	\$133,786.66	3 rd
2019	2,762	3 rd	\$138,399.12	3 rd
2020	2,555	4 th	\$137,778.72	3 rd
2021	2,421	3 rd	\$131,291.27	3 rd
2022	2,214	4 th	\$124,278.90	3 rd

State Rankings

1. OHIO

5,654

2. NORTH CAROLINA

2,648

3. TEXAS

2,433

- Co-op Owner 813
- Leadership Circle 27
- Presidents 24
- Vice Presidents 56
- Century 289
- Ambassadors 22
- Regular 983

19.8%



2,214



America's Electric
Cooperatives | PAC

\$119,587.69



\$61,019.02

Growth Goals

100% CEOs

75% Directors

20% increase of
Employees

Migrate all current
CEO PAC members to
President's Club
(\$500/year)

Migrate all current
Directors to Century
Club (\$100/year)

Growth Goals

Potential new members and dollars

Add 5 CEOs

Add 12 Directors

Add 163 Employees

Total **180**
potential new PAC
contributors

Total potential new
money raised: **\$7,775**
*(average nearly \$50.00 per new
PAC member)*

Growth Goals

Potential Donor Migration: CEO's & Directors

Migrate 4 CEOs to
President's Club:

\$1,075

Migrate 63 Directors
to Century Club:

\$2,175

Total CEO and
Director migration
increase:

\$3,250

Additional growth opportunities

Expand Spouse
Program

Expand
Consumer
Member Program

States with Consumer-Member Programs



9,994

2022 Total
Consumer-
Member Donors



\$264,736.88

2022 Consumer-
Member Receipts

Ohio	•5,087 consumer-members
North Carolina	•1,048 consumer-members
Florida	•813 consumer-members
Louisiana	•651 consumer-members
South Carolina	•532 consumer-members
Michigan	•364 consumer-members
Minnesota	•344 consumer-members
North Dakota	•291 consumer-members
Pennsylvania	•253 consumer-members
Oklahoma	•234 consumer-members
Kentucky	•98 consumer-members
Alabama	•95 consumer-members
Wisconsin	•54 consumer-members
New York	•37 consumer-members
Indiana	•22 consumer-members
Virginia	•15 consumer-members
Maryland	•13 consumer-members

State challenge

Move up the leaderboard:

\$136,000 = increase of \$12,000 to pass NC

\$256,000 = increase of \$132,000 to pass NC & OH

2,450 members = increase of 236 to pass TX

2,650 members = increase of 436 pass TX & NC

5,675 members = increase of 3,461 pas TX, NC & OH

**BOARD & MANAGEMENT VICE
PRESIDENTS' CLUB**

- Clay EC

**BOARD & MANAGEMENT
CENTURY CLUB**

- Glades EC
- Gulf Coast EC
- Talquin EC

BOARD CENTURY CLUB

- Florida Keys EC
- SECO Energy
- Central FL EC

**BOARD SPOUSE
CENTURY CLUB**

- Clay EC

**MANAGEMENT
CENTURY CLUB**

- FECA

**BOARD & MANAGEMENT
PARTICIPATION**

- CHELCO
- Escambia River EC
- FECA
- Florida Keys EC
- SECO Energy
- Withlacoochee River EC

**MANAGEMENT
PARTICIPATION**

- Peace River EC
- Seminole EC Tri-
- County EC
- West Florida EC

**ELIGIBLE EMPLOYEES
PARTICIPATION**

- Escambia River



100%

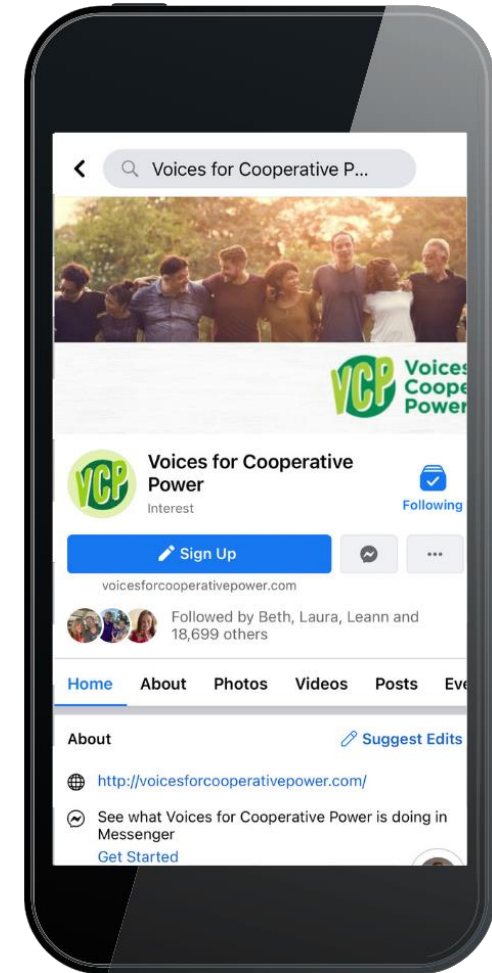
Electronic PAC Engagement Kits

Materials located @ www.cooperative.com/pac

Promotional Materials	New Employee Focus	Branding Templates	Communicator Tools
Updated brochures Contribution forms Policy wins document	New hire letter PAC membership cards Payroll deduction forms	PAC PowerPoint template PAC letterhead Graphics & branding guidelines	Sample newsletter articles Sample presentations

HOW CAN YOU BE INVOLVED?

- Follow us on Social Media – Facebook, Twitter and Instagram: **@voices4coops @coopsvote**
- Become an advocate:
www.voicesforcooperativepower.com
- Contribute to the PAC, hold an employee PAC drive, or ask your consumers to join America's Electric Cooperatives PAC! Get more information at
www.cooperative.com/pac
- Learn about our issues:
www.cooperative.com/programs-services/government-relations
- Spread the word – Invite others to be advocates for rural America and the communities you serve!





**QUESTIONS NOW,
QUESTIONS LATER.**

Amy Lewis, amy.lewis@nreca.coop