CO-OP LOGO
HERE

**Political Game Plan**

**Objective –** [*Example: to identify opportunities and formulate a plan to impact legislation and policy relating to energy issues in a positive manner.]*

*Identify different ways to keep each of the co-op’s key groups engaged throughout the year and different checklist items that need to be done each year. A few examples have been provided below for each group. Please edit and tailor to fit the needs of your co-op.*

**BOARD OF TRUSTEES**

* *Approval of budget.*
* *Report legislative updates as needed for Board Meeting.*
* *Have all Board members signed up for any appropriate email blasts/listservs.*
* *Notify Board of any important dates to mark on calendar (NRECA Legislative Conference, Legislative Cookout, FECA Summer Leadership Conference, etc.).*
* *Speak annually to the Board about America’s Electric Cooperatives PAC, FL ACRE, Co-ops Vote, and VCP.*

**EMPLOYEES**

* *Speak annually to eligible employees about America’s Electric Cooperatives PAC, FL ACRE, Co-ops Vote, and VCP.*
* *Report legislative updates as needed.*

**MEMBERSHIP**

* *Incorporate key items into communications plan for Membership via social media, website, email blasts, text messages, and printed material (America’s Electric Cooperatives PAC, FL ACRE, VCP, election cycle, key issues, etc.).*
* *Present energy issues to local civic groups/organizations, work in VCP.*
* *Attend energy related events.*
* *Develop advocates within the community.*
* *Conduct member survey each year to include legislative issues and measure membership interest.*
* *Work with Florida co-ops (lobby clinics, etc.).*

**MEDIA**

* *Update media contacts annually; check- in with them quarterly.*
* *Lunch or informal meeting annually – reach out to local newspapers, networks, etc.*
* *Maintain relationships and share information on issues when needed - especially during storms or other crisis.*
* *Purchase print or radio ads as needed within budget.*

**LEGISLATORS**

* *Stay connected throughout year when it is not a crisis. Build relationships and trust!*
* *Educate legislators on co-op issues and Co-op 101 (values, benefits, # of consumer-members, # of constituents represented by co-op, capital credits, one member-one vote, not-for-profit, democratically organized, etc. Promote Benefits of Co-op: Major taxpayer, employer, smart grid, service provider, storm restoration, etc.)*
* *Identify key staff for political outreach and communication.*
* *Offer preview of any newsletter articles that include reference to elected office for review. Send final hard copy of newsletter to office.*
* *Invite elected officials to Annual Meeting with understanding that all seated officials will be recognized but will/will not be given the floor. There will be opportunities to meet with constituents before and/or after the meeting.*

**Local**

* *Schedule co-op staff to attend county commission meetings and special events as needed.*
* *Establish relationships with EOCs, local officials, mail newsletters to elected officials including school board officials, sheriffs, tax collectors, etc.*
* *Offer preview of any newsletter articles that include reference to an elected office.*

**State**

* *Maintain relationship and touch base on issues at least once per year – specifically when there is not a crisis or major issue.*
* *In January newsletter, list co-op state representatives’ contact information and picture – mail edition to representatives’ offices. Send copy to FECA.*
* *February/March – via social media and newsletter, promote legislators who participate in Tallahassee Youth Tour.*
* *Schedule co-op staff to attend legislative delegation meetings.*
* *Attend FECA events: Legislative Cookout, Lobby Clinic, etc.*
* *Follow on social media.*

**Federal**

* *Maintain relationship and touch base on issues at least once per year or as needed.*
* *Prepare yearly material to federal legislators relating to Co-op 10-1, contact information and current issues.*
* *Sign up for e-newsletters, social media following representatives.*
* *Offer preview of any newsletter articles that include reference to their office for review. Send final hard copy to their office.*
* *Invite to tour co-op facilities and /or attend storm training.*
* *Thank officials publicly for support when appropriate and approved by the representative.*
* *June/July – via social media and newsletter, promote legislators who participate in DC Youth Tour.*
* *Attend FECA/NRECA events: Legislative Conference, Florida Day, etc.*

*Think about putting together a calendar of items you want to accomplish throughout the year.*

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| **Action**  | **Jan** | **Feb** | **Mar** | **Apr** | **May** | **Jun** | **Jul** | **Aug** | **Sep** | **Oct** | **Nov** | **Dec** |
| *Exp: Legislative Cookout* | *X* |  |  |  |  |  |  |  |  |  |  |  |
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