





**Voices for
Cooperative
Power**

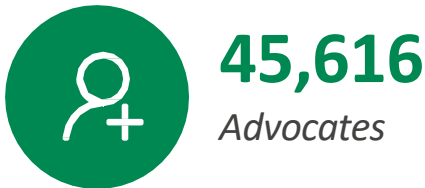
Florida Recruitment Campaign Summary

Advocate Growth

Campaign Timeline: April 18 – August 16

(outreach was paused for two weeks in July and then again in August because of Hurricane Debby)

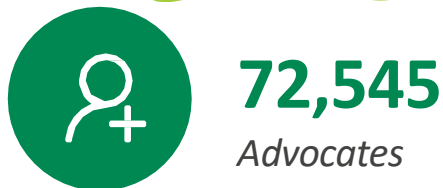
Pre-Campaign Number



Recruitment Campaign Results



Advocates to Date(10/17/2024)



Glossary of Terms:

- *Engagements - Any interaction with your posts (likes, comments, shares, etc.).*
- *Impressions - The number of times content is displayed.*

Recruitment Campaign Overview

- **Details**

- Social media ads on Facebook, Instagram and X were used to recruit new advocates to join VCP
- Organic toolkit was created for Florida co-ops to promote/amplify on their channels

- **Learnings**

- Co-op amplification helped drive campaign success
 - 27 content items were posted from 10+ co-ops



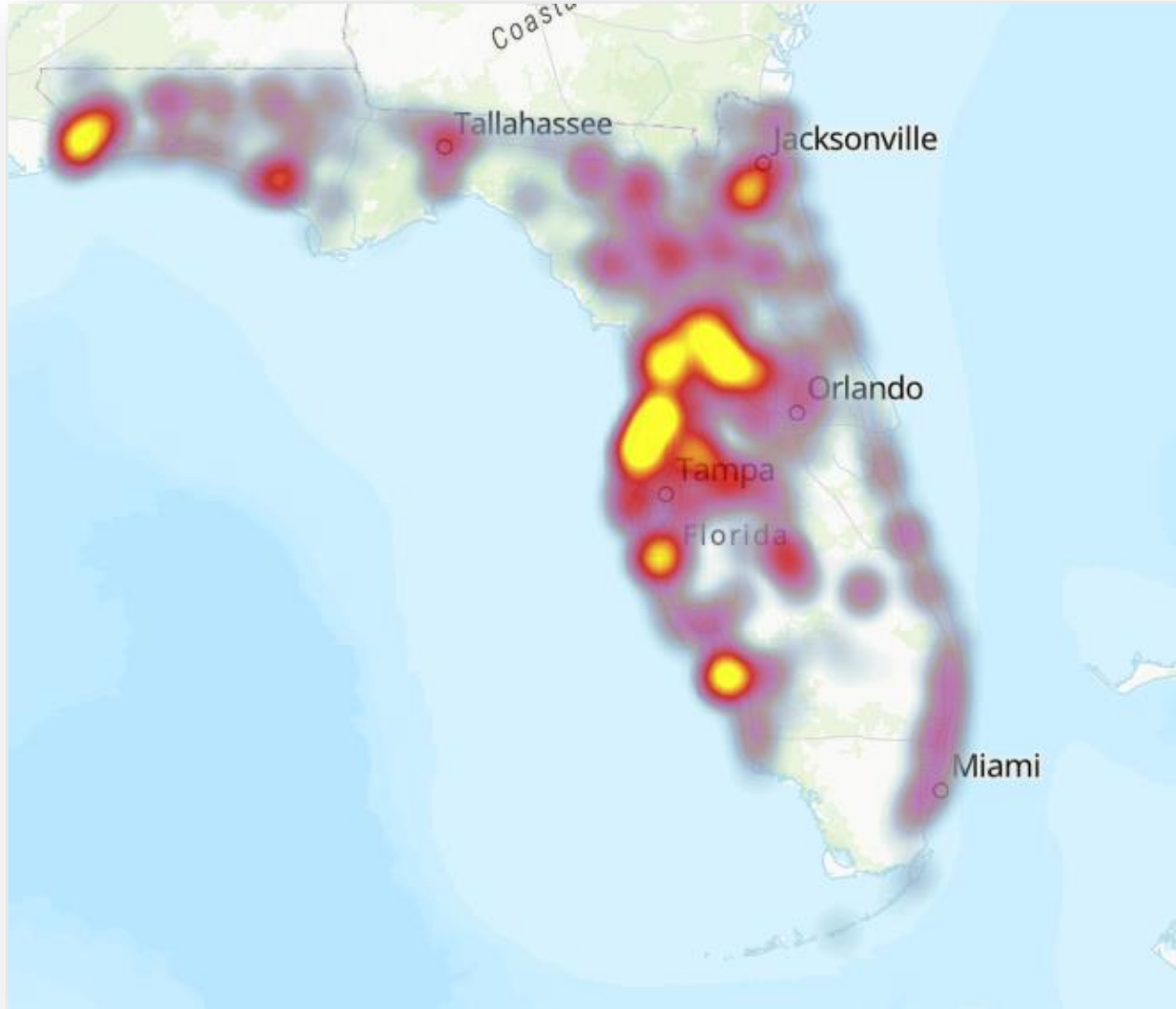
Highest Performing
Social Media Ad



Organic Social Toolkit Promotion



Overall Advocate Snapshot – 01/09/2025



Total FL Advocates: 73,451

- Email Advocates: 12,659
- Social Advocates: 60,792 (approximate)
- Prospective Champions: 11,161
- Champions: 311

Glossary of Terms:

- *Email Advocate* – Any advocate who has given VCP their email address.
- *Social Advocate* – Any advocate who has taken any high-level action on social media for example, commented, shared a post, and followed VCP.
- *Prospective Champion* – Any advocate that has taken at least one action for example, completed our survey or participated in an action alert.
- *Champions* – Any advocate who has taken two or more actions for example, completed our survey and participated in an action alert.

Florida VCP Activation: December 2024

Sen. Scott/Rubio

- 2,948 Letters
- 665,842 Post Impressions
- 21,355 Post Engagements

**Voices for Cooperative Power**

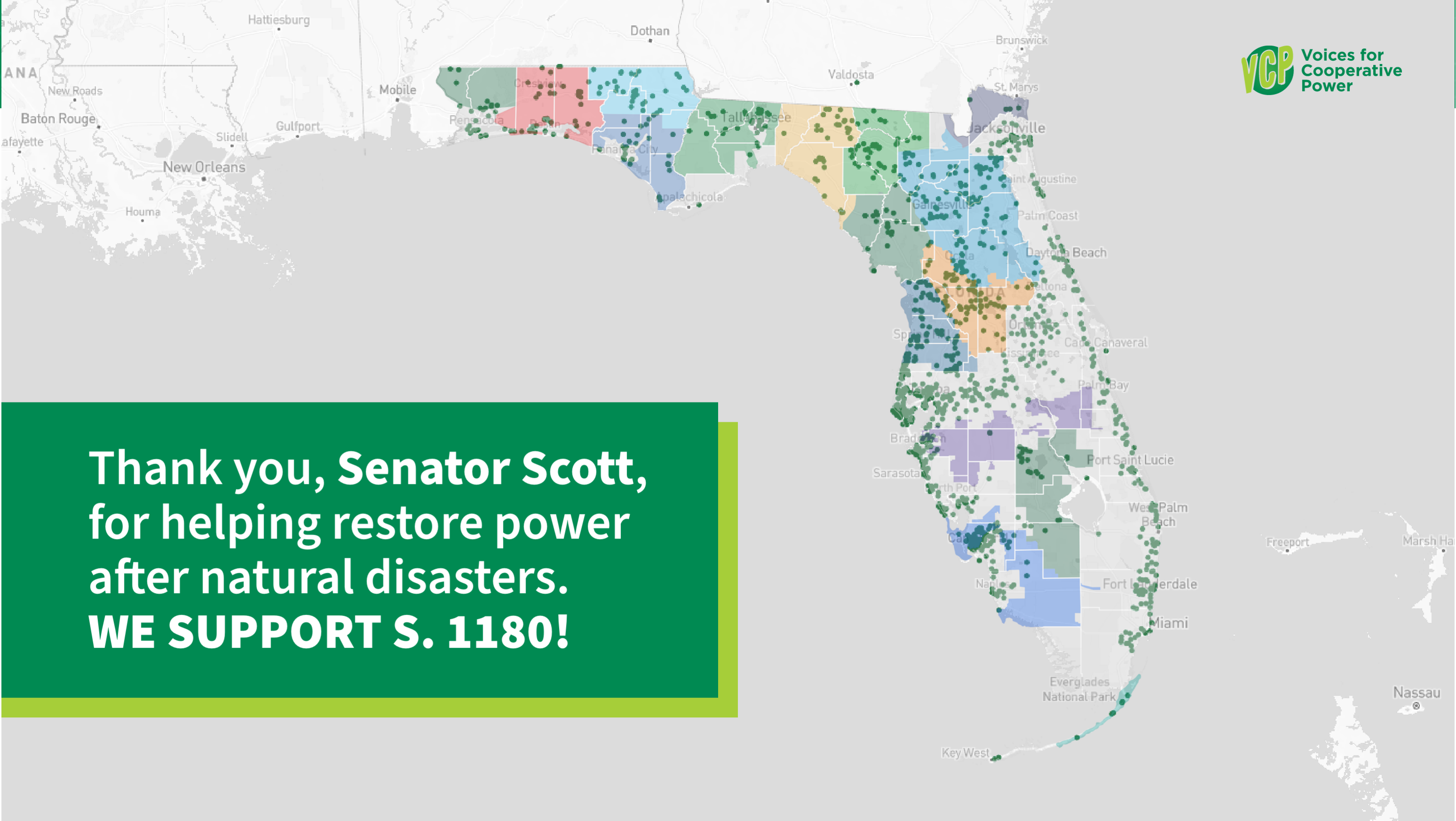
Sponsored · Paid for by Voices for Cooperative Power · 

Florida's electric co-ops rely on FEMA fu... [See more](#)

**Voices for Cooperative Power**

FORM ON FACEBOOK
Stand With Florida Co-ops![Sign up](#)

**Thank you, Senator Scott,
for helping restore power
after natural disasters.
WE SUPPORT S. 1180!**





Register – VCP

voicesforcooperativpower.com





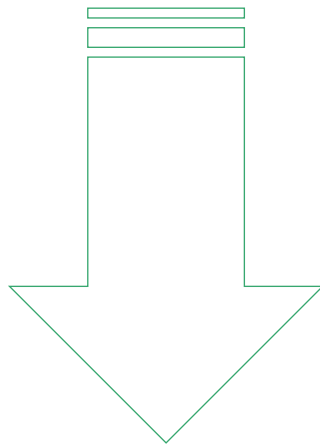
America's Electric
Cooperatives | PAC



America's Electric
Cooperatives | PAC

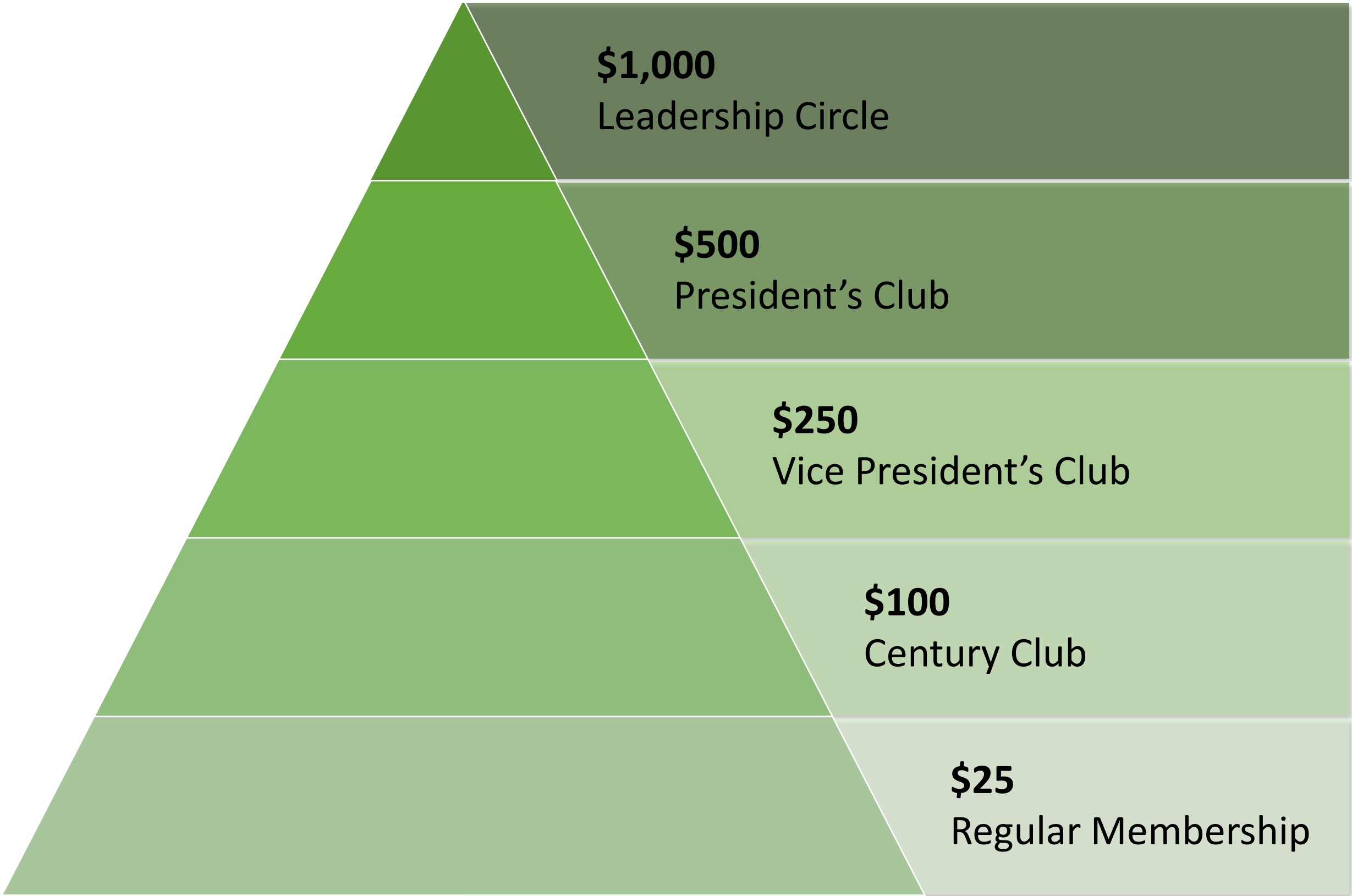
2023 STATE REFUND

\$128,474.19



\$61,019





OHIO

5,426

**NORTH
CAROLINA**

2,579

TEXAS

2,230

- Co-op Owner 804
- Leadership Circle 28
- President's 31
- Vice President's 48
- Century 306
- Ambassador 40
- Regular 812

2,069



America's Electric Cooperatives | PAC

BOARD & MANAGEMENT VICE PRESIDENT'S

- Clay EC

BOARD VICE PRESIDENT'S

- Central Florida EC

BOARD & MANAGEMENT CENTURY

- Glades EC
- Gulf Coast EC
- SECO Energy
- Talquin EC

BOARD CENTURY

- Florida Keys EC

BOARD SPOUSE CENTURY

- Clay EC

MANAGEMENT CENTURY

- FECA
- Withlacoochee River EC

BOARD & MANAGEMENT PARTICIPATION

- CHELCO
- FECA
- Florida Keys EC
- Withlacoochee River EC

BOARD PARTICIPATION

- Escambia River EC

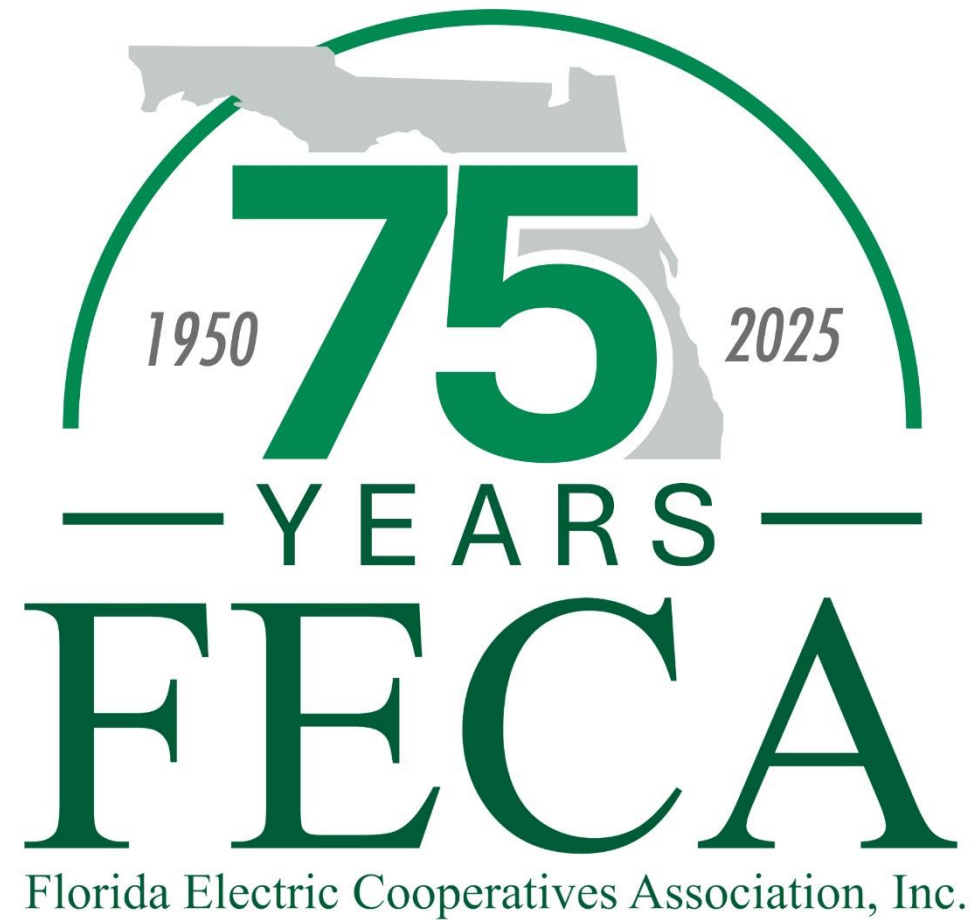
MANAGEMENT PARTICIPATION

- Peace River EC
- Seminole EC
- Suwannee Valley EC

ELIGIBLE EMPLOYEES PARTICIPATION

- Escambia River EC
- Glades EC
- Gulf Coast EC





Challenge #1

- Co-op CEOs & Trustees increase current giving by \$75

Challenge #2

- Good Government Shoot - \$75k