

FALL 2024

NRECA AND PARTNER RESOURCES



NRECA
America's Electric Cooperatives



Resources

This booklet is designed to provide you with a summary of the communications expertise and resources that NRECA provides as well as programs that support your organization's priorities.

This is simply an introduction to the innumerable resources available by contacting us directly, visiting our websites or following our social media channels. We develop communications materials in multiple formats that are designed to help you effectively tell the co-op story.

We encourage collaboration with our members and have provided NRECA contacts for many of the resources included in this guide. We're eager to work with you and encourage you to provide feedback on these resources as well as leading practices on how you are using them.

Anne Prince

NCCO Program Manager



STAY IN TOUCH



MAIN NRECA LINE
703-907-5975



FACEBOOK
facebook.com/NRECA.coop



X
[@nrecanews](https://twitter.com/nrecanews)
(formerly Twitter)



WEB
electric.coop
cooperative.com



INSTAGRAM
[@electriccoops](https://www.instagram.com/electriccoops)



LINKEDIN
linkedin.com/company/nreca



**Voices for
Cooperative
Power**



facebook.com/voices4coops



[@voices4coops](https://twitter.com/voices4coops)



[@voices4coops](https://www.instagram.com/voices4coops)



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

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• Multimedia • Social Media
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cooperative.com

Cooperative.com is an industry portal for electric co-ops that includes access to:

- Your benefits
- News (no login required)
- Communications Interest Area is a central information hub for Communicators and Statewide Editors and contains:
 - Co-op communication best practices and samples
 - Straight Talk articles and images for use in co-op publications
 - Information about communicator groups and the CCC certification program
 - Spotlight on Excellence Awards program information.
 - Lexicon Project information
- Also of interest to communicators on cooperative.com:
 - Industry tools and information organized by topic. (*Topics*)
 - Touchstone Energy resources (*Touchstone Energy Cooperatives*)
 - Business & Technology Strategies (*Programs & Services > Business & Technology Strategies*)
 - Young Adult Member Engagement (YAME) Initiative. (*Engagement Resources*)
 - Co-op job opportunities (*Co-op Jobs*)
 - Directory of co-op staff (*People & Networking > People Finder*)
 - Co-op data and maps (*Maps, Facts & Figures*)
 - Professional communities (*People & Networking > Professional Communities*)



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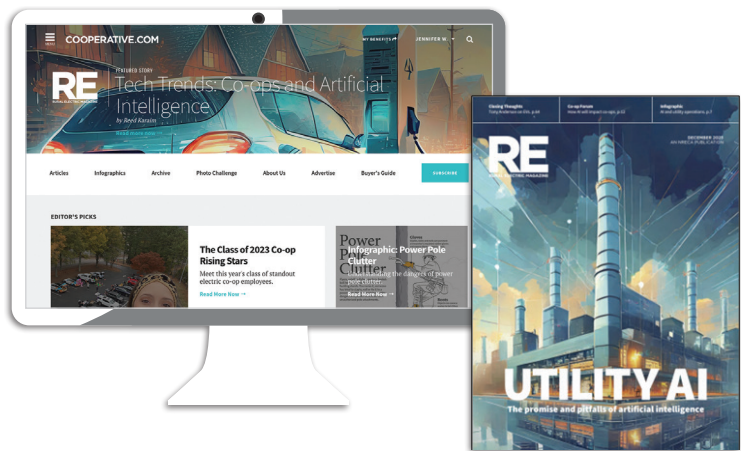


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RE Magazine



RE Magazine, NRECA's flagship monthly publication, features co-op-focused human-interest stories, thought pieces and technology articles.

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Electric.coop is NRECA's home for showing all the ways America's electric cooperatives are making life better for the people and places we serve. The main content pillars highlight:

- Our communities that rely on us to deliver safe, reliable and affordable energy.
- The energy and technology we use to accomplish our mission.
- The shared cooperative advantage that guides us along the way.

For lawmakers, regulators, journalists, researchers and energy wonks, this site brings depth and humanity to topics that can be technical and dry. For members, this site offers compelling stories from your friends and colleagues across the cooperative network and easy-to-navigate resources to help you share the co-op story with your consumer-members at the end of the line.

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Media and Public Relations

The media and public relations team is responsible for external communications, including aggressive media outreach, crisis communications support and driving message development and strategy for NRECA and our member co-ops.

- Collaborates with our member co-ops and other NRECA departments to tell the modern electric co-op story in support of public policy objectives.
- Provides op-eds, talking points, media pitches and other messaging to assist our member co-ops.
- Develops specialty communication toolkits and resources on timely issues like governance communications, reputation management and the Lexicon Project.



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NRECA Social Media

Connect with NRECA on social media for news, events, legislative updates, international developments and other content to share with co-op staff, elected officials and consumer-members. Have something to share with #CoopNation? Be sure to tag us in your social posts using the handles below. Our social media managers are also available to help brainstorm and strategize when it comes to your co-op's social efforts.






NRECA

-  facebook.com/NRECA.coop
-  [@nrecanews](https://twitter.com/nrecanews)
-  [@electriccoops](https://www.instagram.com/electriccoops)
-  [linkedin.com/company/nreca](https://www.linkedin.com/company/nreca)
-  [youtube.com/electriccoops](https://www.youtube.com/electriccoops)





Co-ops Vote

-  facebook.com/coopsvote
-  [@coopsvote](https://twitter.com/coopsvote)
-  [@coopsvote](https://www.instagram.com/coopsvote)







NRECA Youth Tour

-  facebook.com/NRECAYouthTour
-  [@NRECAYouthTourDC](https://www.instagram.com/NRECAYouthTourDC)



Voices for Cooperative Power

-  facebook.com/voices4coops
-  [@voices4coops](https://twitter.com/voices4coops)
-  [@voices4coops](https://www.instagram.com/voices4coops)
-  [linkedin.com/company/voicesfor-cooperative-power](https://www.linkedin.com/company/voicesfor-cooperative-power)

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Leadership Communication

NRECA provides communication support to NRECA's Board of Directors, the CEO's office and various special projects.

In addition to the leadership communication team's day-to-day responsibilities, they are available to consult with NRECA member cooperatives on:

- Executive speeches
- Manager's columns
- Annual reports
- Other communications from senior co-op leaders



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Multimedia

The multimedia team supports projects that incorporate visual, graphic and audio elements and crafts them into finished presentations and podcasts. The team shoots and edits a combination of video and still photos as well as gathers audio and creates animations to tell co-op stories.



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Creative Services

The NRECA Creative Services team is a group of creative problem-solvers who serve an integral role in sharing the co-op story with both external and co-op audiences.

We provide expertise and creative solutions in the following areas:

- Infographic planning and design
- Print and digital storytelling
 - RE Magazine
 - cooperative.com
 - electric.coop
 - Social media channels
- Brand cohesiveness and promotion



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Learning Opportunities for Communicators

Continuing education—a critical part of your career as a cooperative communications professional—allows you to keep up with the latest industry trends, technologies and best practices. By attending NCCO, both you and your manager demonstrate a strong commitment to your success.

NRECA's Education, Training & Events (ET&E) department offers more than 70 programs and courses that provide hands-on, practical tools and methods that can be applied to the job immediately.

NRECA's competency-based training programs and events are designed to target content and skills relevant to your role. Based on your learning needs and schedule, several learning options are available: in-person conferences, courses, web-based learning and certification programs.

These educational offerings, which were created specifically for electric co-ops and are offered solely to co-ops, are available in these forms:

- Live online programs
- Self-paced, online programs
- In-person programs

There are three main professional development opportunities of special interest to co-op communications professionals:

1. New Co-op Communicators Orientation (NCCO)
2. Connect Conference
3. Certified Cooperative Communicator (CCC) Program

For more information on all these programs, visit the Conferences and Education section on cooperative.com.

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Touchstone Energy[®] Cooperative



Touchstone Energy helps its member cooperatives strengthen their relationships with their members. It is a national network of electric co-ops across 46 states, providing research, communications resources and employee training programs to help member systems better engage and serve their members. As a result, Touchstone Energy co-ops are positioned to achieve superior member satisfaction and engagement to strengthen the co-op, the community it serves and the electric co-op network at large.

Some of the Member Benefits:

- Creative services offering customization options of ad campaign assets (video, print, social, radio) including co-op branding. Professional design service offering logo redesign and re-brand.
- Web services include SHiNE developed and hosted websites with 24/7/365 support and content maintenance services. Access to energy efficiency, safety, and technology articles, infographics, and videos.
- Social media content support to supplement local content and an enhanced custom social media management service.
- Co-op Connections discount program to support local businesses and provide co-op members access to national and local deals.
- Access to and participation in research projects to provide cooperatives with data on consumer trends, including American Customer Satisfaction Index (ACSI[®]) scores for your co-op, The National Survey on the Cooperative Difference, online member focus group surveys and more.
- Employee development resources, including LinkedIn Learning licenses and Service Excellence training.
- Community and economic development resources, including those designed to strengthen key account relations and improve the quality of life for co-op communities.
- Touchstone Energy's Hot Air balloon and mascot program for co-op and community events.
- Visit the Co-op Quick Links menu on www.touchstoneenergy.com to learn more.

www.touchstoneenergy.com

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NRECA Employee Benefits

Does your cooperative offer health insurance or retirement benefits from NRECA? If so, our Employee Benefits Communications team can offer you a multitude of communications to engage and educate your co-op's employees to maximize the use of their benefit plans.

Through our secure, easy-to-use website, we provide engaging content through infographics, videos and direct mail campaigns that help take the complexity and confusion out of benefit plans. We also work closely with benefits administrators to guide them through the complexities of benefits administration and compliance requirements.

We are committed to providing co-op employees and staff with the information they need through multiple communication channels so they can make the most of these valuable benefit programs.

We can help you:

- **Build** a multichannel communication outreach with materials designed to best fit the needs of your co-op.
- **Collaborate** with your human resources or benefit administrator to engage plan participants with relevant, action-oriented information about their benefit plan.
- **Provide content** for various communication platforms on a wide variety of retirement planning, well-being and health insurance topics. Our material uses content validated by NRECA language research with benefit plan participants to ensure co-op employees understand, value and maximize the use of their benefit programs.

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Workforce Solutions Initiatives

The Workforce Solutions team is focused on enabling cooperatives to attract and retain the best, brightest and best-matched talent. The programs below help members attract and engage their next generation workforce:

- **Vets Power Us** is a national initiative to recruit, hire and honor veterans, active military and their spouses. We provide resources and information to help co-ops attract, hire, on-board and retain this critical talent. Learn more at cooperative.com/vetspowerus.
- **National Electric Cooperative Mentoring Programs** enhance employee engagement, builds a culture of learning and encourages professional development. There is a Human Resources, IT and Women in Power Mentoring Program. Visit the Learning and Development page under the Workforce Solutions Program.
- **Cooperative Career Center** is a job board that provides cooperatives with targeted access to a diverse set of qualified candidates and helps job seekers quickly and easily find job listings that match their skillset. Learn more at cooperative.com/careercenter.

Additional resources to support DEI, talent acquisition, succession management, learning and development and total rewards initiatives can be found at cooperative.com/workforcesolutions.

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Grassroots Advocacy

VOICES FOR COOPERATIVE POWER (VCP) is

NRECA's grassroots network of over one million Americans dedicated to transforming rural and suburban communities across the country, shaping the future of local energy, and ensuring safe, affordable and reliable power for all Americans, regardless of where they live. VCP voices shape public policies and leave a lasting impression on the direction of their communities.



More than 42 million Americans rely on electric co-ops to power their homes, farms, businesses and industries, and schools. VCP helps ensure these voices are heard.

The VCP program empowers members of the electric co-op community to communicate with policymakers at both the federal and state levels sharing how policy decisions affect their lives, families and communities. It makes it easy for members to share their stories and personal experiences, highlighting the importance of safe, affordable, reliable energy.

To join VCP, please visit: [voicesforcooperativepower.com](https://www.voicesforcooperativepower.com).

 [facebook.com/voices4coops](https://www.facebook.com/voices4coops)

 [@voices4coops](https://twitter.com/voices4coops)

 [@voices4coops](https://www.instagram.com/voices4coops)

 [linkedin.com/company/voices-for-cooperative-power](https://www.linkedin.com/company/voices-for-cooperative-power)

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America's Electric Cooperatives PAC

America's Electric Cooperatives PAC is the federal political action committee (PAC) of the nation's electric cooperatives. Backed by over 35,000 individuals making an average contribution of \$65, the PAC is inherently grassroots.

Check out the America's Electric Cooperatives PAC page on cooperative.com for resources and materials from NRECA and other co-ops across the country that you can use internally and externally to promote America's Electric Cooperatives PAC, including legal guidelines, sample videos and newsletters.

Please consider joining the America's Electric Cooperatives PAC professional community at cooperative.com/my-account/Pages/Professional-Communities.aspx for more frequent updates about upcoming events and new available resources.



America's Electric Cooperatives | PAC

Contributions to the NRECA America's Electric Cooperatives PAC are not tax deductible for federal income tax purposes. Contributions to America's Electric Cooperatives PAC 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.

KEY CONTACTS

For more information on who is eligible to join America's Electric Cooperatives PAC and how to build a strong program at your cooperative, please email the PAC staff at pacteam@nreca.coop.



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Co-ops Vote

Federal, state and local elections offer opportunities to vote for leaders who support energy policies that promote safe, reliable, affordable energy. They allow us to elect public officials who understand America's electric cooperatives and will vote to support issues important to 42 million electric co-op consumer-members across the country.

Co-ops Vote is a program built to give members of the co-op community access to resources and information needed not only to vote, but also to vote with co-op issues in mind. Voting with co-op issues in mind will help ensure continued access to reliable electricity and innovative energy solutions. Together, we have the power to educate lawmakers, build awareness about our issues and concerns and support legislative issues that are important to our communities.

To learn more about Co-ops Vote and to learn how to become a co-op voter, please visit: vote.coop.



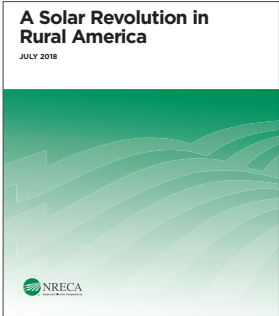
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Business & Technology Strategies (BTS)

Electric cooperatives rely on NRECA's Business & Technology Strategies Department for insights and recommendations on current and future trends affecting operations, technology planning, consumer expectations and policy. We engage directly with internal and external stakeholders and represent cooperative needs in key forums to help ensure the longevity and success of America's electric cooperatives.



BTS has six work groups involving key issues:

- 1 Analytics, Resiliency and Reliability
- 2 Cybersecurity
- 3 Distributed Energy
- 4 Generation, Environment and Carbon
- 5 Resource Adequacy and Markets
- 6 Transmission and Distribution

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Consulting Services

SERVICE AREAS

We partner with CEOs, boards, communicators and other senior leaders to deliver custom, scalable solutions in a wide variety of service areas, including:

Business Optimization

- Organizational Assessments
- Merger and Consolidation Analysis
- Business Process Improvement
- Strategic Planning
- Electric Vehicle Strategy

Workforce & Talent Strategies

- Executive Search (Senior Staff)
- Compensation Analysis
- Succession Planning
- Organizational Culture
- 360° Leadership Assessments

Market Research

- Consumer-Member Segmentation
- Member Satisfaction
- Loyalty Research Index
- Employee and Member Engagement
- Culture Assessments

Technology Management

- Technology Planning
- Data Strategy Planning
- Technology Evaluation and Deployment
- Operations Analysis and Effectiveness
- Grid Data Analytics

Governance & Leadership Strategies

- Executive Search (CEO/General Manager)
- Board Assessments
- Board Compensation Assessments
- Executive Coaching

Safety Consulting

- Safety Improvement Planning
- Safety Culture Assessment

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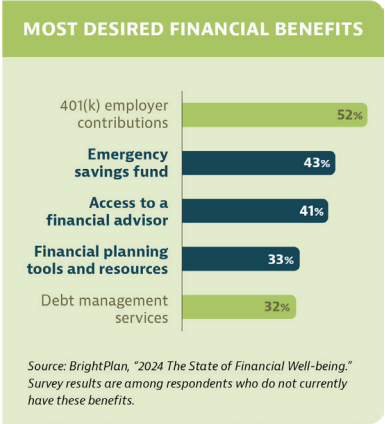
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Homestead Advisers

Homestead Advisers was created over 30 years ago by NRECA to provide electric cooperatives, their employees and their families access to affordable, high-quality investment management and financial services.



Employees want their employers to support their holistic financial well-being. That's where Homestead Advisers can be a resource for you.



At Homestead Advisers, we can partner with you to offer your employees:

- Virtual financial wellness seminars
- One-on-one financial guidance
- Financial wellness tips for your newsletter

Our resources are designed to help alleviate financial stress and promote the overall well-being at your cooperative.

Best of all, these benefits are offered at no cost to cooperatives!

HELP BUILD A BRIGHTER FUTURE

Contact Homestead Advisers today at **800.258.3030, option 2**, or invest@homesteadfunds.com to explore customized financial wellness solutions for your cooperative.

Homestead Advisers does not charge a fee for financial planning services, nor does Homestead Advisers receive compensation for such services. However, if you invest in Homestead Funds, you will indirectly pay advisory fees to Homestead Advisers. Additionally, you will pay your pro rata portion of Homestead Funds' other operating expenses. See the prospectus for additional details.

Homestead Advisers, a financial services company established over 30 years ago to help meet the investment needs of communities within the National Rural Electric Cooperative family. Homestead Advisers provides a range of investment advisory services, including financial planning, and also serves as the investment adviser for the Homestead Funds, a family of registered mutual funds. Homestead Advisers Corp., a registered investment adviser with the U.S. Securities and Exchange Commission, is an indirect, wholly owned subsidiary of NRECA. Homestead Financial Services Corp., Distributor 08/24.

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NRECA International

HISTORY

NRECA International was established in 1962, launching NRECA's overseas involvement to share lessons learned in the electrification of the rural United States with developing countries around the world.

COMMITMENT

NRECA International is committed to provide access to reliable and affordable electricity, and for more than 60 years, 160 million people in 48 countries have benefited from our work. This has resulted in improved health care, economic growth, clean water and better education for many rural communities.

EXPERIENCE

NRECA International's team designs and builds generation-distribution systems, designs and installs renewable energy systems and creates community-owned-and-operated sustainable utilities. These electrification programs receive funding support from the U.S. Agency for International Development, the Millennium Challenge Corp., the World Bank and other donors.

CHARITABLE WORK

NRECA International is also supported by more than 300 electric cooperatives in the United States and private organizations contributing time, money and materials to dozens of NRECA International projects.

Hundreds of co-op directors, lineworkers, engineers, managers and other employees have served as volunteers in Latin America, Southeast Asia and sub-Saharan Africa to bring first-time access to electricity and train local partners to help utilities be sustainable in their own communities.

 facebook.com/NRECAInternational

 [@NRECAIntl](https://twitter.com/NRECAIntl)

 <https://www.linkedin.com/company/nreca-international/>



NRECA International



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Federated Rural Electric Insurance Exchange

Federated is different from other insurance carriers. We're an insurance exchange, with a structure that is similar to a co-op.

We don't work through agents or brokers. Our field staff is composed of Federated employees. All claims and administration are handled at our office by Federated personnel.

We focus on providing services at an affordable cost to our members. We operate on a break-even basis from our underwriting operation, allowing investment income to take care of unforeseen circumstances.

We understand the unique challenges you face. Since 1959, Federated has insured electric and telephone cooperatives exclusively and continuously.

You can count on us for strategies to help you control risk and reduce accidents. Federated is the only insurance carrier serving this market with a fully staffed Safety & Loss Prevention Department experienced in utility operations.

You can take care of business conveniently at federatedrural.com. File a claim, check claim status, search your own loss history and compare system losses by lines of business. Just log in to find the information you need.



FEDERATED RURAL ELECTRIC INSURANCE EXCHANGE

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National Rural Utilities Cooperative Finance Corp. (CFC)

As the only lender created and owned by the electric cooperative network, the National Rural Utilities Cooperative Finance Corp. (CFC) based in Dulles, Virginia, provides capital and industry-leading financial products to America's 900-plus not-for-profit, consumer-controlled electric cooperatives and rural utility systems.

In the late 1960s, when federal funds for rural electrification were no longer sufficient to meet demand, electric cooperatives took charge of their destiny through a self-help approach—forming an independent nonprofit financial cooperative that would make loans only to member systems. On April 10, 1969, CFC was incorporated.

Governed by a 23-member board made up exclusively of electric cooperative directors and executives, CFC helps our member-owners attain their business, financial and strategic objectives through flexible, customized loan products, investment options, services, tools and training. We accomplish this through a dedicated staff and a stable, diverse base of funds built by decades of leveraging relationships in the financial community.



By holding true to our enduring values of service, integrity and excellence, CFC ensures that electric cooperatives can access the capital needed to power and grow the areas they serve regardless of economic conditions.

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NRTC

We are member-driven and technology-focused. NRTC provides solutions that help our 1,500 electric and telephone members bring all the advantages of today's evolving technology to rural America.

NRTC's solutions are developed specifically to meet the needs of rural utilities and their customers and include integrated smart grid solutions, advanced energy, broadband infrastructure and managed network services, wireless technologies and programming distribution capabilities for video and broadband providers.

NRTC helps ensure our members' success by aggregating their individual buying power, negotiating national contracts, helping members integrate technology solutions with their existing infrastructure and supporting members following implementation.

NRTC members also earn capital credits from their patronage. NRTC has paid or retired more than \$100 million to NRTC members in the past decade.



Member driven. Technology focused.

KEY CONTACTS



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HIGHLIGHTED NRECA RESOURCES

Straight Talk: Your Go-To Resource

Straight Talk offers monthly, customizable resources for electric cooperative communicators. The content spans a variety of topics relevant to co-ops' consumer-member audience and employees, including power reliability, energy efficiency, electricity 101, safety, the cooperative difference and more. All the resources are customizable, and we encourage you to tailor the content to appear like it came *straight* from your co-op!

- Articles
- Infographics
- Social media graphics/sample posts
- Videos
- Energy Explorers activities for kids

New for 2024:

- Two monthly content packets, including print and digital resources so you can easily share the same message across multiple channels
- “Reliability” content series
- Monthly financial wellness article for internal communications channels
- Bimonthly updates from NRECA you can share internally with colleagues



Check out the 2024 editorial calendar at www.cooperative.com/2024straighttalk!

KEY CONTACT



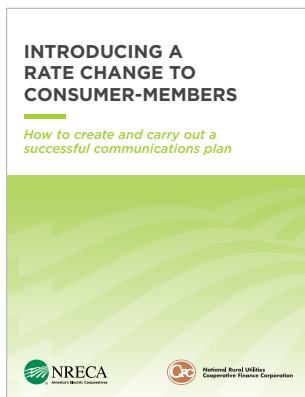
ABBY BERRY
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cooperative.com/straighttalk

Toolkits

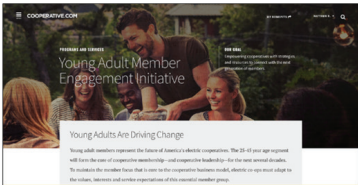
Use these sample toolkits to jump-start or supplement your co-op's planning efforts.

- Strategic communications plan
- Crisis communications
- Social media
- Social media crisis communications
- Reputation management
- Internal communications
- Communicating a rate change
- Annual meetings
- And more!



Meeting Modern Member Expectations

NRECA and Touchstone Energy have created a suite of resources to help co-ops meet changing member expectations and consumer preferences. Resources can help co-ops meet their members where they are. Content also includes tools for recruiting new talent, engaging employees and culture development.



Phase 1:
Segmented communications strategy for telling the modern co-op story



Phase 2:
Employee onboarding & ongoing education program

KEY CONTACTS



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Spotlight on Excellence Leading Practices Library

Looking for ideas to rejuvenate an existing program or jump-start fresh thinking on a new project? Tap into a sortable database of 18 categories of leading practices. The library showcases award-winning content across the co-op network.

Categories include:

- Writing
- Social media
- Ads
- Publications
- Events
- Graphic design
- Photography
- And more!



KEY CONTACT



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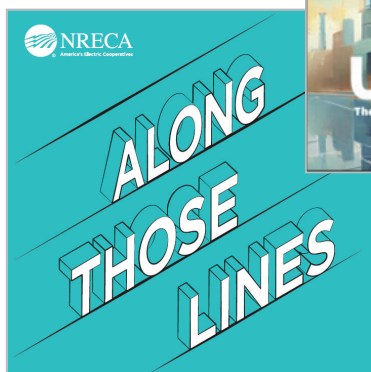
SPOTLIGHT
on Excellence
Awards

cooperative.com/spotlight

Keeping Up With Industry Info & News Trends

These news sources cover the issues that matter most to your co-op, the impact they have on your communities, and offer insight from experts to help you stay one step ahead.

- Cooperative.com homepage news feed – Your Briefing
- Electric.coop
- Electric Co-op News – Wednesday e-newsletter
 - *Sign up via homepage of electric.coop*
- RE Magazine
 - *cooperative.com/REmagazine*
- Along Those Lines podcast
 - *cooperative.com/podcast*
- Washington Daily News Briefing
 - *Sign up via the Additional Resources section in cooperative.com Communications program area*



Communications Data & Info Resources

There are a variety of supplemental data and info resources to bolster your co-op's internal and external communication efforts. Here is just a sampling:

- Maps, Facts and Figures
 - cooperative.com/maps-facts-figures
- Green Ball Brand Guidelines
 - cooperative.com/communications
- Use or Usage Guide
 - cooperative.com/communications
- Beneficial electrification resources
 - cooperative.com/beneficialelectrification
- NRECA Market Research
 - cooperative.com/marketresearch



WHO WE ARE

Market Research Services, part of NRECA Consulting Services, is a full-service market research provider conducting custom studies for NRECA members. Serving America's Electric Cooperatives for over 50 years, our team consists of experienced and responsive professionals who have an extensive background in market research. We understand the cooperative business model and truly care about the success of co-ops.

WHAT WE DO

Your co-op is unique and faces diverse service challenges. That is why we strive to design a research

specific needs. We offer several types of market research studies including:

- ation
- on and ACSI
- ent and Loyalty
- ferences
- y Assessments
- GBT Member Satisfaction Studies
- Statewide Member Satisfaction Studies
- Organizational Culture Assessments
- Collection of Member Emails

THUS

have taught us how to develop questionnaires that meet your objectives. We sample of your members, analyze the data, and provide a report that clearly what they mean. You receive actionable insights that can be used to develop prove your co-op and to best serve the needs of your consumer-members.

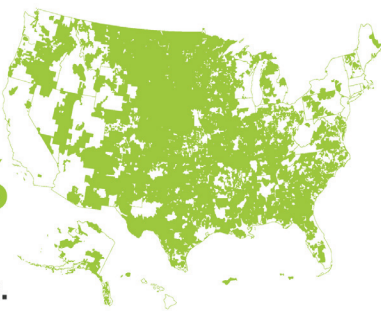
Learn more at cooperative.com/marketresearch



The Greening of Electricity

Name of Co-op | Month 2021

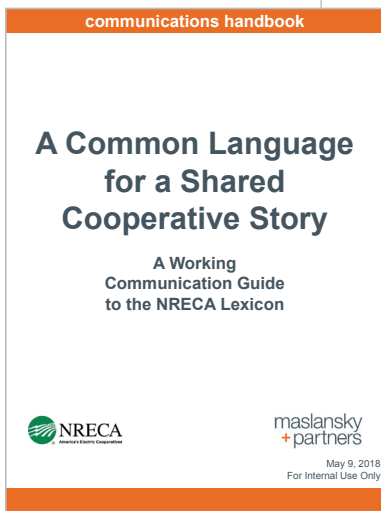
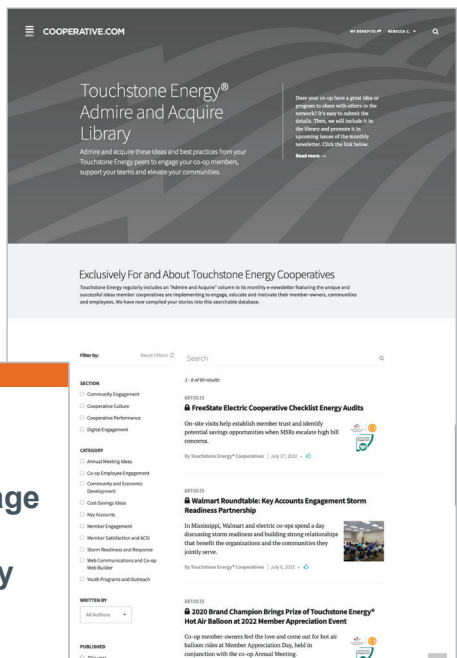
Cooperatives
Power
56%
of the
nation's
landmass.



Useful Communication Resources

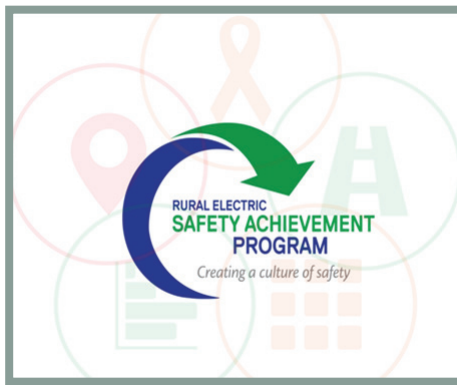
Use your “easy button” —cooperative.com— to access these valuable resources for communications and member services professionals.

- Certified Cooperative Communicator Program
- Lexicon Project
- Connect Conference
- Touchstone Energy “Admire & Acquire” Library
- Touchstone Energy North Star News
- Touchstone Energy image portfolio
- Touchstone Energy’s SHINE Web Services



Safety Programs

We work with representatives from statewide associations, safety professionals, distribution and G&T cooperatives and Federated Rural Electric Insurance Exchange to create a culture of safety. The Rural Electric Safety Achievement Program is a key tool available to NRECA members to assist in creating a culture of safety at your organization. For more information, please visit www.cooperative.com/resap



KEY CONTACTS



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NOTES

The background of the entire page is a dark gray color. Overlaid on this background are two large, abstract geometric patterns made of thin yellow lines. These patterns consist of various-sized squares and rectangles arranged in a non-uniform, overlapping manner, creating a complex, pixelated or mosaic-like effect. The top pattern is located in the upper half of the page, and the bottom pattern is in the lower half, with a dark gray horizontal band separating them.

PROFESSIONAL DEVELOPMENT & TRAINING RESOURCES

Certified Cooperative Communicator (CCC) Program

The Certified Cooperative Communicator (CCC) Program has been updated!

As the cooperative's voice during times of both calm and crisis, the communicator plays a strategic role at the co-op and needs a voice within its leadership. The Certified Cooperative Communicator (CCC) program supports this critical role by providing co-op communicators with the knowledge and skills they need to effectively communicate and increase their visibility within the co-op and community.

LEARNING OBJECTIVES

- Move from a task-oriented practitioner to a strategic thinking, planner and contributor.
- Learn strategic communication skills to advocate for the co-op form of business and the advancement of the co-op network.
- Develop a professional network of strategic communicators for the purpose of knowledge sharing, collaboration and crisis alliance.
- Build a strategic plan that will be implementation-ready for your organization on completion of your course.

To learn more, visit cooperative.com/ccc.

KEY CONTACT



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Communicator Conferences

The premier education event for all co-op communicators is the annual **Connect Conference**, held in May. **Connect** brings together electric co-op professionals for two and a half days of skillbuilding, networking, learning and inspiration. Intensive pre-conference workshops are also offered.

The **New Co-op Communicators Orientation (NCCO)** is an opportunity to network with other professional co-op communicators, discuss major challenges and learn about the industry and the resources available. Interactive sessions focus on crisis communication, Always On program, financial issues and resources, insurance/loss control/safety issues, networking tools and Touchstone Energy initiatives.



Connect Conference



New Co-op Communicators Orientation

KEY CONTACTS



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Communications Awards Within the NRECA Network

Autry Leadership Award for Always On Communication

The Autry Leadership Award for Always On Communication is a lifetime achievement award that honors an electric cooperative employee with a substantial body of work that demonstrates leadership and innovation within the areas of communication, member service and community relations. In 2017 the first Autry Award was given to Jimmy Autry, the namesake of the award.

Haggard Award

The Haggard Award is one of the highest honors conferred by the NRECA Board of Directors. This national award recognizes the statewide publication that best demonstrates forthrightness and courage in support of the national objectives of electric cooperatives. The award was originally proposed by statewide editors to the NRECA board in the late 1950s and was renamed in 1960 to honor the late George W. Haggard, a former statewide editor, manager and REA official who championed the creation of statewide publications.

J.C. Brown CEO Communication Leadership Award

The J.C. Brown CEO Communication Leadership Award recognizes an electric cooperative or public power district CEO/general manager who is committed to advancing communication at the cooperative and in the electric cooperative industry.

This award was established in 2003 by the Council of Rural Electric Communicators (CREC) and the Certified Cooperative Communicator (CCC) Program Board. It memorializes the late J.C. Brown and his unwavering dedication to the importance of communication as a vital link connecting electric cooperatives with each other and with their consumer-members and to advancing the cooperative business model.



LaBerge Award

Established in 2018 in memory of Justin Erick LaBerge, the LaBerge Award for Excellence in Strategic Communication is an annual award that recognizes an electric cooperative communicator with demonstrated influence and impact in co-op communications, both as a practitioner and contributor across the co-op network. A recipient of this award embodies the principles of the Always On Communications model. This program is an initiative of the CREC and NRECA.



LaBerge Award
for Strategic
Communication

Spotlight on Excellence Awards Program

For more than 30 years, the Spotlight on Excellence Awards program has recognized a body of outstanding communication and marketing work produced by electric co-op communication and marketing professionals across the country. The 18 categories reflect the wide scope and valuable contributions of co-op communicators today. This program is an initiative of the CREC and NRECA.



SEA Willies Awards

The Statewide Editors Association (SEA) Willies Awards program supports the SEA's mission to continually improve the professional skills and techniques of those associated with rural electrification consumer-member publications that circulate on a statewide or multi-statewide basis. The "annual SEA Willies" recognize excellence in a variety of editorial and design categories including news features, cooperative principles, columns, historical features, as well as design and magazine layout.

Touchstone Energy® Cooperative Distinguished Service Award

This is the national brand of electric cooperatives' highest honor and is presented annually to a cooperative leader who has made outstanding contributions to building the brand on the national stage. The call for nominees is made in December, and the winners are announced at NRECA PowerXchange during the Touchstone Energy Annual Meeting session.

Touchstone Energy Co-op Champion Award

Our Champions may hold different roles at their cooperatives, but they have all demonstrated regional and local engagement with the Touchstone Energy brand. They also have contributed in helping showcase the cooperative difference with their members.. The call for nominees is made in February, and the winners accept their award on the national stage at the Connect Conference. Contact tseinfo@nreca.coop for details.



Touchstone Energy®
Cooperatives

Professional Organizations Outside the NRECA Network



Cooperative Communicators Association

Cooperative Communicators Association (CCA) is an organization of 350 professionals who communicate for cooperatives. CCA works toward helping members excel in communications—from writing, photography and editing to video, layout and design. Additionally, CCA emphasizes ideas and strategies for cooperatives.



Public Relations Society of America

The Public Relations Society of America (PRSA) is the nation's largest professional organization serving the communications community with a mission to "make communications professionals smarter, better prepared and more connected through all stages of their career." PRSA's membership collectively represents more than 30,000 members comprised of communications professionals spanning every industry sector nationwide.



Association of National Advertisers

The Association of National Advertisers (ANA) is the advertising industry's oldest trade association and continues to advance the interests of advertisers and consumers by providing its members insights, collaboration and advocacy. This is a Touchstone Energy member benefit and allows for free access to training, webinars and research.



LinkedIn Learning Licenses

Touchstone Energy members receive free LinkedIn Learning licenses (worth \$360 each). This online resource offers more than 13,000 educational courses from Excel to customer service to communication to leadership, so co-op employees can learn just about anything without leaving their desks. To get your license, contact the co-worker responsible for training at your cooperative or visit the Employee Education & Engagement interest area in the Touchstone Energy section of cooperative.com.

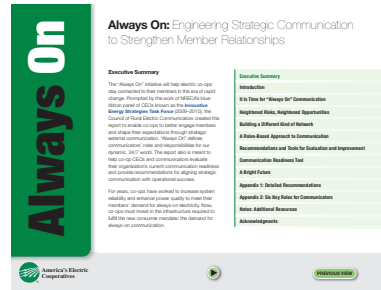
Council of Rural Electric Communicators (CREC)

The Council of Rural Electric Communicators (CREC) is composed of electric co-op communicators,



including representatives from distribution, generation and transmission co-ops, statewide associations, NRECA, the National Rural Utilities Cooperative Finance Corp. (CFC), NRTC and Federated Rural Electric Insurance Exchange (Federated). NRECA provides administrative support for the CREC.

- CREC emphasizes the importance of strategic communication
- CREC programs and services include:
 - Spotlight on Excellence Awards Program
 - New Co-op Communicators Orientation (NCCO)
 - Always On initiative
 - Autry Award for Always On Communication
 - Special projects



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Seven Cooperative Principles



Membership in a cooperative is open to all persons who can reasonably use its services and stand willing to accept the responsibilities of membership, regardless of race, religion, gender or economic circumstances.



Cooperatives are democratic organizations controlled by their members, who actively participate in setting policies and making decisions. Elected representatives (directors/trustees) are elected from among the membership and are accountable to the membership. In primary cooperatives, members have equal voting rights (one member, one vote); cooperatives at other levels are organized in a democratic manner.



Members contribute equitably to, and democratically control, the capital of their cooperative. At least part of that capital remains the common property of the cooperative. Members allocate surpluses for any or all of the following purposes: developing the cooperative; setting up reserves; benefiting members in proportion to their transactions with the cooperative; and supporting other activities approved by the membership.



Cooperatives are autonomous, self-help organizations controlled by their members. If they enter into agreements with other organizations, including governments, or raise capital from external sources, they do so on terms that ensure democratic control as well as their unique identity.



Education and training for members, elected representatives (directors/trustees), CEOs and employees help them effectively contribute to the development of their cooperatives. Communications about the nature and benefits of cooperatives, particularly with the general public and opinion leaders, helps boost cooperative understanding.



By working together through local, national, regional and international structures, cooperatives improve services, bolster local economies and deal more effectively with social and community needs.



Cooperatives work for the sustainable development of their communities through policies supported by the membership.

Recommended Listening/ Reading List

Podcasts

- “Along Those Lines”—NRECA
- “Coaching for Leaders”—Dave Stachowiak
- “Confident Communications”—Molly McPherson
- “Revisionist History”—Malcolm Gladwell

“The Red Thread”—Tamsen Webster

Books/Magazines

- “Drive: The Surprising Truth About What Motivates Us” by Daniel H. Pink
- “Eats, Shoots & Leaves: The Zero Tolerance Approach to Punctuation” by Lynn Truss
- “Extraordinary PR, Ordinary Budget: A Strategy Guide” by Jennifer R. Farmer
- “From Corporate Globalization to Global Co-operation” by J. Tom Webb
- “Hacking Innovation” by Josh Linkner
- “How to Be the Person Companies Fight to Keep” by Connie Podesta
- “How to Win Friends and Influence People” by Dale Carnegie
- “Just Listen: Discover the Secret to Getting Through to Absolutely Anyone” by Mark Goulston
- “Made to Stick” by Chip Heath and Dan Heath
- “Power Plays” by Ted Case (executive director, Oregon Rural Electric Cooperative Association)
- RE Magazine—NRECA
- “Start With Why” by Simon Sinek
- “The Grid: The Fraying Wires Between Americans and Our Energy Future” by Gretchen Bakke
- “The Meaning of Everything: The Story of the Oxford English Dictionary” by Simon Winchester
- “The Power of Habit” by Charles Duhigg
- “The Speed of Trust” by Stephen Covey
- “Verbal Judo: The Gentle Art of Persuasion” by George J. Thompson and Jerry B. Jenkins
- “What Got You Here Won’t Get You There” by Marshall Goldsmith

E-Newsletters

- NRECA Executive News Brief
- Shelly Palmer, daily blog on technology, media, marketing and data science

Your Secret Weapon: Cooperative Principle #6



Work Smarter

Leverage the experience and expertise
of communicators across the network.

National partners, NRECA/Touchstone
Energy team members

Professional communities

Spotlight on Excellence Library
of Leading Practices

Cooperative.com tools and resources

Thanks to our national partners!



National Rural Utilities
Cooperative Finance Corporation



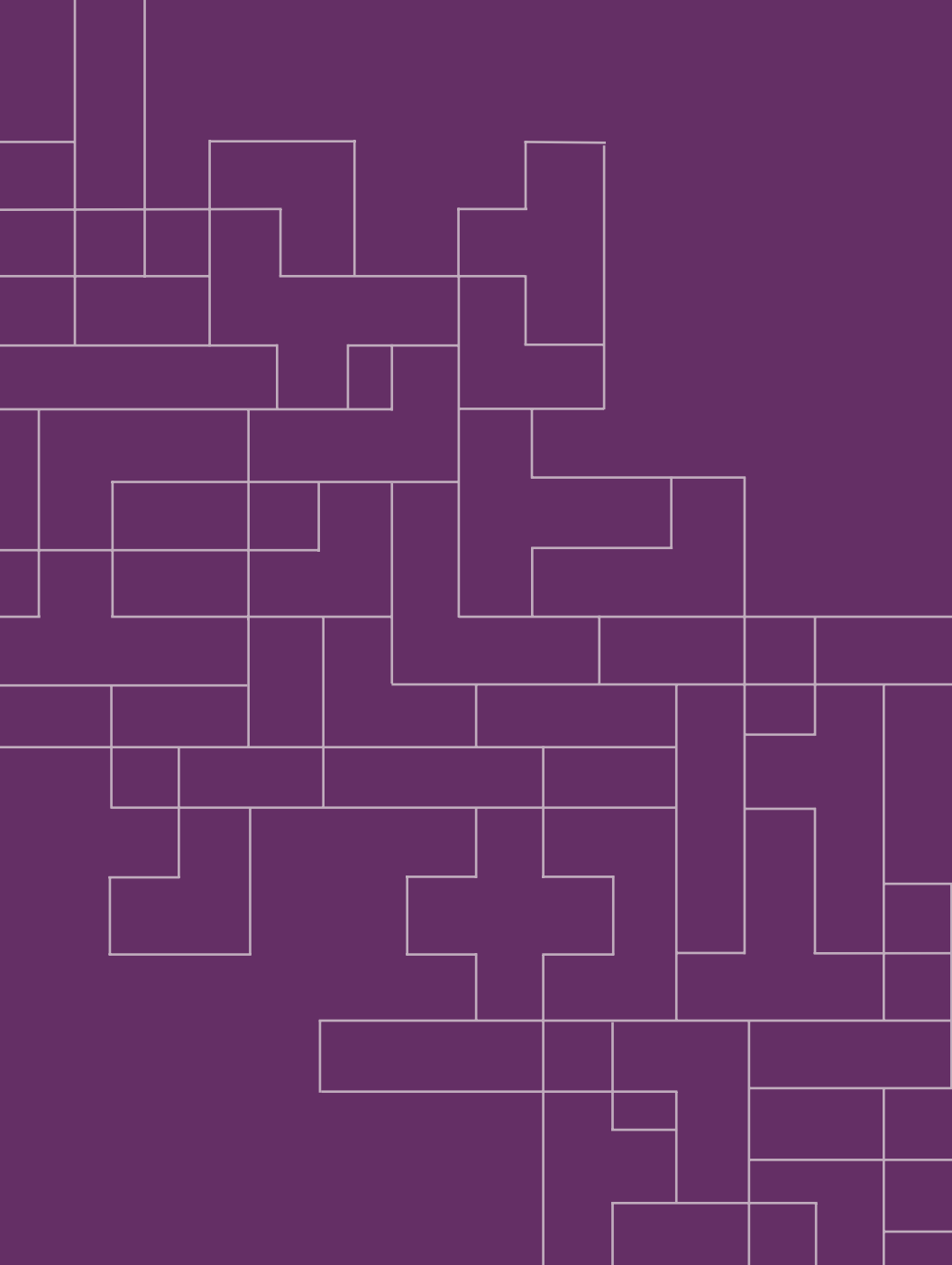
FEDERATED RURAL ELECTRIC
INSURANCE EXCHANGE



Touchstone Energy®
Cooperatives
The power of human connections®



Member driven. Technology focused.



NRECA
America's Electric Cooperatives

COOPERATIVE.COM