

# PAC Rebrand

## Frequently Asked Questions

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### **Why is the name of NRECA's PAC changing?**

Though the name “ACRE” was effective when it was first established, today’s policymakers who, as federal candidates were supported by ACRE, do not make the connection between ACRE support and the eligible employees, directors and consumer-members of electric co-ops that fund the PAC. As NRECA works to maximize our network’s political and advocacy efforts, now is the time to closely align the NRECA PAC with the rest of our political and advocacy programs.

### **Why “America’s Electric Cooperatives PAC”?**

To understand the disconnect policymakers have between ACRE and electric co-ops, we conducted research with individuals associated with federal politics, policymakers and PAC donors to assess their attitudes towards the ACRE brand. The research revealed that PAC contributors and external stakeholders were in agreement that the PAC’s identity should be more strongly connected to electric co-ops and NRECA.

“America’s Electric Cooperatives PAC” and its visual identity will enable federal candidates to clearly identify where PAC contributions come from and align it to NRECA’s brand and reputation, which is well-respected among those associated with federal politics and policymakers. Our expectation is that the new brand, with its connection to electric co-ops and NRECA, will strengthen our collective political and advocacy efforts across the board.

### **When will NRECA transition from ACRE to America’s Electric Cooperatives PAC?**

NRECA anticipates the transition from ACRE to America’s Electric Cooperatives PAC to occur from **March 2023–December 2023**. NRECA plans to transition to the rebranded PAC name during the week of **March 6, 2023**, in conjunction with PowerXchange, NRECA’s annual meeting of members. NRECA’s staff will frequently communicate with electric co-op stakeholders about this transition.

### **What happens when my co-op receives PAC contributions addressed to ACRE during the transition period?**

NRECA will be able to process all PAC contributions addressed to ACRE or America’s Electric Cooperatives PAC throughout the transition period. As a reminder, you are required to send all PAC contributions to NRECA within the Federal Election Commission’s (FEC) required timeframes.

### **When should co-ops hold an annual PAC recruitment drive?**

Co-ops can plan to hold a 2023 PAC recruitment drive during its traditional time of year. If your normal recruitment period begins prior to the official launch of America’s Electric Cooperatives PAC in March of 2023, the existing PAC (ACRE) resources will be available.

### **Can co-ops or statewide associations request an NRECA representative to present at an upcoming manager, board, eligible employee or annual meeting?**

Yes, a member of the PAC team would be happy to present (in-person or virtual) to your group about the rebrand of NRECA's PAC. Please contact the PAC team with requests.

### **When will the new PAC lapel pins be available?**

Lapel pins will be available in the first quarter of 2023. Every co-op will receive a packet of new lapel pins to distribute to their participating directors and eligible employees.

### **When will new PAC swag/giveaways be available?**

New branded swag/giveaways will be available in the first quarter of 2023. If you anticipate needing swag/giveaways for your recruitment drive, please send the request to [amy.lewis@nreca.coop](mailto:amy.lewis@nreca.coop) with the amount and type of giveaways you are requesting.

### **What will happen to the Co-op Owners for Political Action program?**

There will NOT be a separate marketing program (formerly known as the Co-op Owners for Political Action) specifically for consumer-member outreach. **Instead, NRECA will provide tailored America's Electric Cooperatives PAC recruitment resources for each specific stakeholder group (CEOs, Directors, Eligible Employees and Consumer-members).**

America's Electric Cooperatives PAC covers all donors, including consumer-members. **PAC contributions received by NRECA from directors, eligible employees and consumer-members have always been deposited into the ACRE account.**

### **What is the full name of the PAC?**

The full name of the PAC will be The National Rural Electric Cooperative Association Action Committee for Rural Electrification (America's Electric Cooperatives PAC). The PAC will conduct business under the **trade name, America's Electric Cooperatives PAC.**

### **Do co-ops need to update the PAC section on their websites?**

Yes. NRECA will provide updated branded resources and language as part of the PAC Recruitment Toolkit, for use on co-op and statewide websites. NRECA encourages all co-ops to update the PAC sections of their websites as soon as possible following the launch on March 6, 2023.

Reminder: Public facing websites may only include language that is educational, historical and statistical. Public facing websites may not solicit for, or encourage, contributions. Solicitations may be placed on a password protected webpage accessible to eligible individuals.

### **Do co-ops need to update their printed materials?**

Yes. NRECA will provide updated branded resources and language as part of the PAC Recruitment Toolkit. NRECA encourages all co-ops to begin using the new logo and branded resources following the launch on March 6, 2023.

Should your normal recruitment period occur prior to the rebrand launch, you can use the current PAC (ACRE) resources available.

### **Will the rebrand affect who is eligible to participate in the PAC?**

The rebrand will NOT affect who can participate in the PAC. In fact, the federal rules and regulations governing all PACs have not changed. America's Electric Cooperatives PAC will continue to operate pursuant to federal statute and the regulations of the Federal Election Commission (FEC) as a separate segregated fund, better known as a PAC.

#### **Eligible Individuals:**

Directors, salaried employees with policymaking, managerial, professional or supervisory responsibilities, any consumer-member of an electric co-op that belongs to NRECA, spouses and the immediate family of eligible individuals are all eligible to join America's Electric Cooperatives PAC.

#### **Non-Eligible Individuals:**

Non-exempt hourly employees\*, salaried foreman with direct supervision over hourly employees\*; outside contractors, such as consultants or outside attorneys\*, consumers of a public power district, foreign nationals, and the general public are not eligible to join America's Electric Cooperatives PAC.

\*If any of these non-exempt employees are consumer-owners of an electric co-op that belongs to NRECA, they can join America's Electric Cooperatives PAC.

### **Does our state regulated PAC need to change its name?**

State regulated PACs are not required to change their name. However, if your state PAC currently incorporates ACRE in its name, statewide associations may want to consider replacing or removing ACRE.

### **To what entity should PAC contributions (checks, ACH, wire transfers) be addressed?**

Beginning in March 2023, contributions to NRECA's PAC should be made out to America's Electric Cooperatives PAC.

### **What happens when my co-op receives PAC contributions addressed to ACRE during the transition period?**

NRECA will be able to process all PAC contributions addressed to ACRE or America's Electric Cooperatives PAC throughout the transition period.

### **Will the process for submitting PAC contributions change?**

The process for submitting PAC contributions will not change. Contributions should continue to be remitted within the FEC required timeframes to America's Electric Cooperatives PAC through ACH or check with a completed PAC excel template emailed to [acre@nreca.coop](mailto:acre@nreca.coop) detailing the individual amounts being contributed.

### **Is the address to remit PAC contributions changing?**

The address to remit PAC contributions will remain the same. The address is:

PO Box 718778  
Philadelphia, PA, 19171-8778

**Will payroll deduction and bill addition still be offered?**

Yes. Payroll deduction for eligible employees and bill addition for consumer-members are still available and recommended.

**Should the name listed on the pay stub or bill for those contributing by these methods change?**

Yes, please add “America’s Electric Cooperatives PAC.” Also, it is recommended for co-ops to add to pay slips and bills language such as “America’s Electric Cooperatives PAC (f/k/a ACRE)” for two months, then drop the “fka ACRE” after that time.

**Does our federal affiliate PAC need to take any action?**

Yes. NRECA plans to update its FEC Form 1 Statement of Organization during the week of March 6, 2023. Federal affiliate PACs should file an amended Statement of Organization to reflect NRECA’s PAC name change in March or April 2023.

**Information to update:** Line 6 of the Statement of Organization requires federal affiliate PACs to list both the connected organization (the statewide or cooperative parent organization) and any affiliate PACs (the federal PACs established by NRECA and its voting members). For electronic filers, the form will automatically allow you to add multiple entries in Line 6; for those filing using the printable Form 1, you will need to print out the page with Line 6 and fill it in according to the instructions listed above.

- The association/co-op name should be used as the “connected organization” by listing the association/co-op name and selecting “connected organization” for the “Relationship”
- Where “THE NATIONAL RURAL ELECTRIC COOPERATIVE ASSOCIATION ACTION COMMITTEE FOR RURAL ELECTRIFICATION (ACRE)” is listed as an affiliated PAC, the name should be changed to “The National Rural Electric Cooperative Association Action Committee for Rural Electrification (America’s Electric Cooperatives PAC)”
- FEC Form 1 instructions are available at <https://www.fec.gov/resources/cms-content/documents/fecfrm1i.pdf>