

Value of NRECA Membership



NRECA anticipates, shapes and responds to changes in the electric cooperative industry. We provide a broad range of products and services to help you address the most significant challenges and opportunities facing your business. We are your essential partner in achieving your co-op's strategic vision.



Political & Policy Advocacy

As the national voice of electric co-ops, we fight for legislative and regulatory outcomes that positively impact our co-ops, communities and quality of life. We champion reliability, tell the co-op story and help keep the lights on for more than 42 million consumer-members.

- Infrastructure Resource Hub—information and opportunities for leveraging federal funding for electric and broadband projects
- Best-in-class, non-partisan legislative and regulatory representation on Capitol Hill
- Voices for Cooperative Power, our grassroots program with more than 1 million advocates
- Co-ops Vote
- America's Electric Cooperatives PAC (federal political action committee)
- NRECA Broadband—a tier of services providing advocacy support, resources and education for electric co-ops in broadband
- Electric.coop—latest news on issues and policies affecting electric co-ops
- Electric Cooperative Youth Tour

Employee Benefits

NRECA provides comprehensive and cost-effective multiple-employer benefit programs to support electric co-op efforts to attract, retain and ultimately reward the skilled workforce that is critical to achieving their mission.

- 401(k) pension plan
- Retirement security plan (defined benefit plan)
- Personal Investment & Retirement Consulting
- Group benefits program (medical, dental, vision and more)
- Resources for plan participants

Education & Training

From orientation workshops for new CEOs and employees to certification programs for aspiring and seasoned leaders, NRECA's educational offerings are designed to equip learners with the knowledge, skills, tools and resources needed to succeed in today's evolving energy industry.

- Dynamic conferences, education programs and networking events
- Leadership and employee competencies and development
- On-site training that can be delivered at a location of your choice
- Online courses and webinars

Legal Resources

The NRECA Office of General Counsel provides legal, compliance and risk management advice, counsel and information to NRECA, its owned and affiliated entities, its members and its health and welfare and retirement plans.

- Electric Cooperative Bar Association (ECBA)—administered by NRECA
- Monthly legal publications and annual legal seminars
- National legal updates
- Legal research and documents on issues unique to electric co-ops
- Sample legal documents

Strategic Communications

NRECA builds recognition and understanding of co-op issues, supports policy positions and engages policymakers, journalists and other key stakeholders in the co-op story. We position our members as leaders in the modern energy economy and promotes our members' role in strengthening communities across rural America.

- Electric.coop—NRECA's news and information website
- RE Magazine—published monthly
- Along Those Lines podcast—released monthly
- NRECA social media channels—Facebook, X, LinkedIn, YouTube, Instagram
- Lexicon Project—a shared lexicon for electric co-ops to use when communicating with their members on priority issues
- Member communications tools and support
- Media relations

Consumer-Member Engagement

NRECA provides programs, resources and strategic guidance to help co-ops enhance communication and engagement with their consumer-members.

- Young Adult Member Engagement (YAME) Initiative—Phase 1
- Customizable content for co-op communication channels
- Toolkits on communicating a rate change, annual meetings, internal communications, social media and more

Workforce Solutions

NRECA offers solutions to help co-ops plan for future workforce needs, partner with key workforce development groups, improve internal workforce practices and build a talent pipeline to meet current and future needs.

- NRECA's Cooperative Career Center and co-op recruiting resources
- Young Adult Member Engagement (YAME) Initiative—Phase 2
- Professional peer networking online communities and mentoring programs
- Internal communications toolkit
- Organizational assessment tools
- Succession planning resources
- Vets Power Us—developed to support veterans and help co-ops recruit, hire and honor veterans
- Homestead Advisers

Strategic Business Relationships

NRECA helps co-ops build valuable business relationships with other co-ops facing similar challenges and with trusted industry partners delivering products and services that can enhance reliability, improve operations and drive innovation.

- Associate members—vendors or manufacturers who serve electric co-ops
- National Discounts Program—negotiated discounts on products and services from 100+ vendors

Business and Technology Strategies

NRECA works with member co-ops, government partners and other technology innovators to design, develop and deploy cutting-edge technology solutions to address their most pressing technology challenges.

- Resiliency and reliability resources
- Infrastructure funding consortias
- Cybersecurity, broadband and distributed energy resource programs
- Economic and market analyses
- RESAP safety training programs and resources
- Transmission and distribution resources
- Energy Access for All program
- Millions of \$\$ in grant-funded research that benefits co-ops

Consulting Services

NRECA offers a full range of consulting services in the areas of strategic planning, market research, utilities management, executive search and human resources process improvements.

- Tailored guidance for your co-op, including organizational assessments, strategic planning, succession planning and compensation design and analysis
- Executive Search
- Market research services
- National Compensation System
- Workforce and talent strategies
- Technology management
- Business optimization

Working with Developing Countries

For more than 50 years, NRECA International has been a global ambassador for the co-op business model. Its work in developing countries helps governments and their citizens bring electricity to remote communities, leading to improvements in education, healthcare, safety and economic opportunity.

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