

# Communicating Change

Gabe Snow, Director of America's Electric Cooperatives PAC



# America's Electric Cooperatives | PAC

Learn More



[cooperative.com/pac](https://cooperative.com/pac)

## America's Electric Cooperatives PAC is

**#1** Electricity Utility PAC

**#2** Trade PAC by Candidate Contributions

**#5** Trade PAC by Receipts

# Strengthening & Unifying NRECA's Advocacy



**America's Electric  
Cooperatives | PAC**

# PAC Rebrand Stakeholders

## Communicating change

- ✓ PAC Donors
- ✓ Grasstops / State Associations
- ✓ CEO office
- ✓ PAC and Association Board
- ✓ PAC Coordinators
- ✓ Campaigns and Fundraising Community

# Research Summary

## *The Big Picture*

All audiences feel a name change makes sense.

- **At present, key DC stakeholders do NOT make the conceptual leap from ACRE to electric cooperatives, leading to missed opportunities for and recognition.**
- **The clearest permission is for a new name (non-acronym) that includes some iteration of “Electric Cooperatives”.**

# How WE communicated the research

## Renaming and rebranding ACRE will:

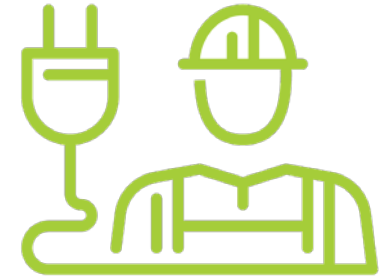
### Policymakers

**Make connections** between donations, electric cooperatives and NRECA more clear.



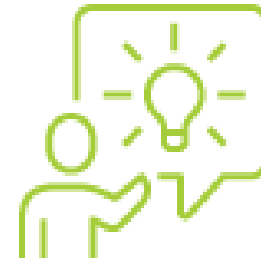
### Donors

**Reflect their own identities** and experiences with NRECA and electric co-ops.



### Policymakers & Donors

**Eliminate confusion** about the PAC's association(s) and objective(s).



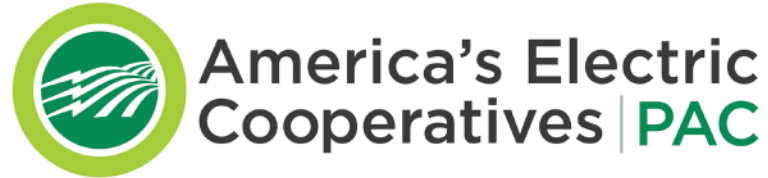
# Sustained Engagement Opportunities

## *Long runway of engagement with stakeholders*

- Communication opportunities
  - PAC donor newsletters and emails
  - NRECA communication channels
  - State association communication channels
- State & local events
  - State association annual meetings
  - State association manager meetings & other events
  - Co-op events
  - State association group meetings
  - State association Lobby Clinic

# How WE communicated the transition

## Year-Long Transition



**January**  
CEO  
Close-Up

**February**  
Directors  
Conference

**March**  
PowerXchange

**April-December 2023**  
Ongoing Stakeholder Outreach



**2023**



# Extensive Stakeholder Communication

**January 2023**

## CEO Closeup

- Email to all Co-op CEOs
- Email to all Co-op PAC contacts
- Internal/NRECA Staff

**February 2023**

## Director's Conference

- Email to all Co-op Directors
- Email to all remaining donors

**March 2023**

## NRECA PowerXchange

- Online resources go live
- *RE Magazine* article
- Social Media

# Extensive Stakeholder Communication

**April – December**

## Visibility at NRECA Events

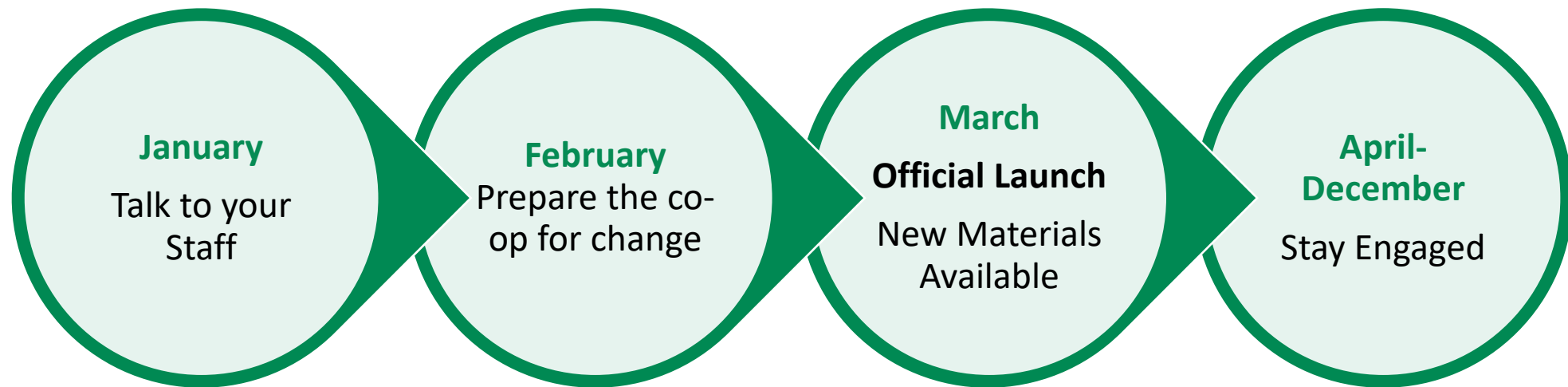
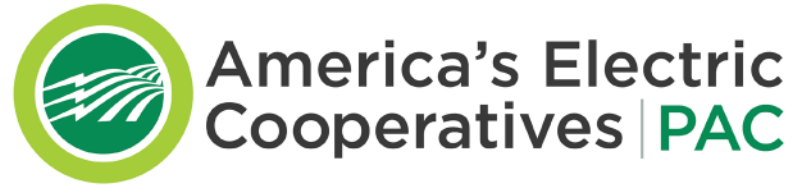
- CEO Close-Up
- Directors Conference
- PowerXchange
- New Communicators (2)
- New CFO
- New Directors
- Interact (2)
- Legal Seminar
- Regional Meetings (5)

**April – December**

## Stakeholder Outreach

- Monthly RESMA calls
- Monthly G&T manager calls
- Monthly update webinars with PAC administrators
- Scheduled donor communications
- State PAC Branding Communications Kit
- Co-op PAC communications tools (generic content co-ops)
- State and local national PAC Recruitment Toolkit

# Keep Your Stakeholders Engaged



**2023**

# Questions?



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