

Campaign Approach to Advocacy

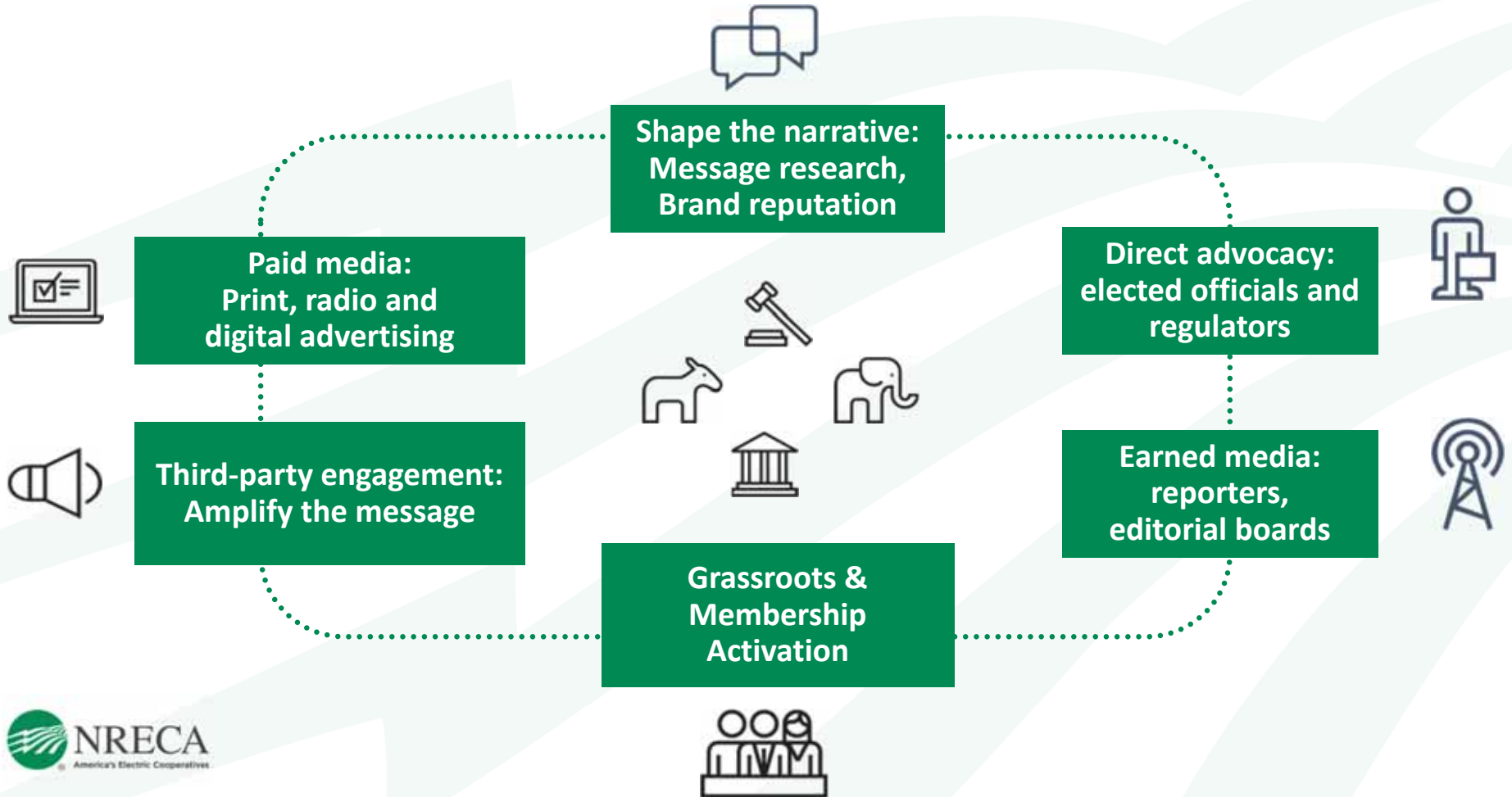
Building the Tools for Influence and Outcomes



Louis Finkel, SVP, Government Relations

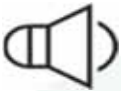
January 30, 2020

Priority Issue Campaign Approach



Case Study: RURAL Act

RURAL Act Campaign



Bloomberg Tax

Rural Electric Co-Ops See Need for Tax Fix as 'Existential Issue'

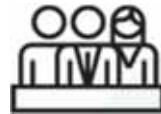
Aug 26, 2017

■ 2017 tax law largely left out parts of our tax code

■ 2017 tax law leaves rural electric co-ops in limbo

Rural electric cooperatives are facing new construction of transmission lines, and the need to upgrade existing lines, which is being hampered by the 2017 tax law. The need to upgrade lines is being hampered by the 2017 tax law.

The general rule of the energy sector is that the cost of construction is not deductible for the 2017 tax law. This means that the cost of construction is not deductible for the 2017 tax law. This means that the cost of construction is not deductible for the 2017 tax law.



Case Study: RURAL Act

- August 1 → 88 House Cosponsors, 19 Senate Cosponsors

*** Coordinated Campaign Initiated ****

- December 15 → 311 House Cosponsors, 57 Senate Cosponsors

ENACTMENT

Case Study: RURAL Act

311 House Cosponsors

267 of them received ACRE Contributions

Campaign Tools

Campaign Tools



**Membership value:
brand story**



Message research



**Policy & Political
Engagement**



Digital & social tools



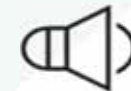
**Membership
activation**



Advertising



**Media outreach:
local & national**



**Grasstops/validator
amplification**

Social Media—NRECA and Action.Coop



Rob Portman
@senrobportman

Great to meet with @OHElectricCoops this afternoon. We discussed bipartisan legislation I've introduced called the RURAL Act that will help address the lack of rural broadband in #Ohio & promote economic development and #job creation throughout #Ohio.



6:46 PM · Sep 25, 2019 · Twitter for iPhone



U.S. Senator Tina Smith
October 22 at 5:59 PM ·

Rural co-ops play a key role in expanding broadband to rural Minnesotans. Yet now many co-ops are at risk of losing their tax-exempt status, delaying much needed broadband services to our state.

This op-ed gets it right. <https://thehill.com/policy/energy-environment/466858-rural-broadband-in-jeopardy-un...>



NRECA
Published by Hootsuite [?] · October 5 ·

THEHILL.COM
Rural broadband problem

Unless Congress acts this year to #PassTheRURALAct, Otsego Electric Cooperative, Inc. and other not-for-profit co-ops throughout the nation could lose their tax-exempt status when they take federal, state or local grants to expand access to high-speed internet in rural areas. Learn more and take action: <http://ow.ly/NF1Q50wCdiN>



ELECTRIC.COOP

Co-op CEO to Congress: Help Us Bring Broadband to Rural Areas



YLC post on Instagram

Grassroots → Today

✓ Current Database	≈	200,000
✓ ACRE Donors	≈	36,000
✓ RURAL Act Messages Sent	≈	27,000

* RURAL Act data as of November 25th

Grassroots → Opportunity

Capture Every Household on a Co-op Line

✓ Managers and Directors	≈	6,000
✓ Co-op Employees	≈	70,000
✓ Consumer–Members	≈	42,000,000

Grassroots → Strategies Forward

Build & Connect

Educate & Engage

Motivate

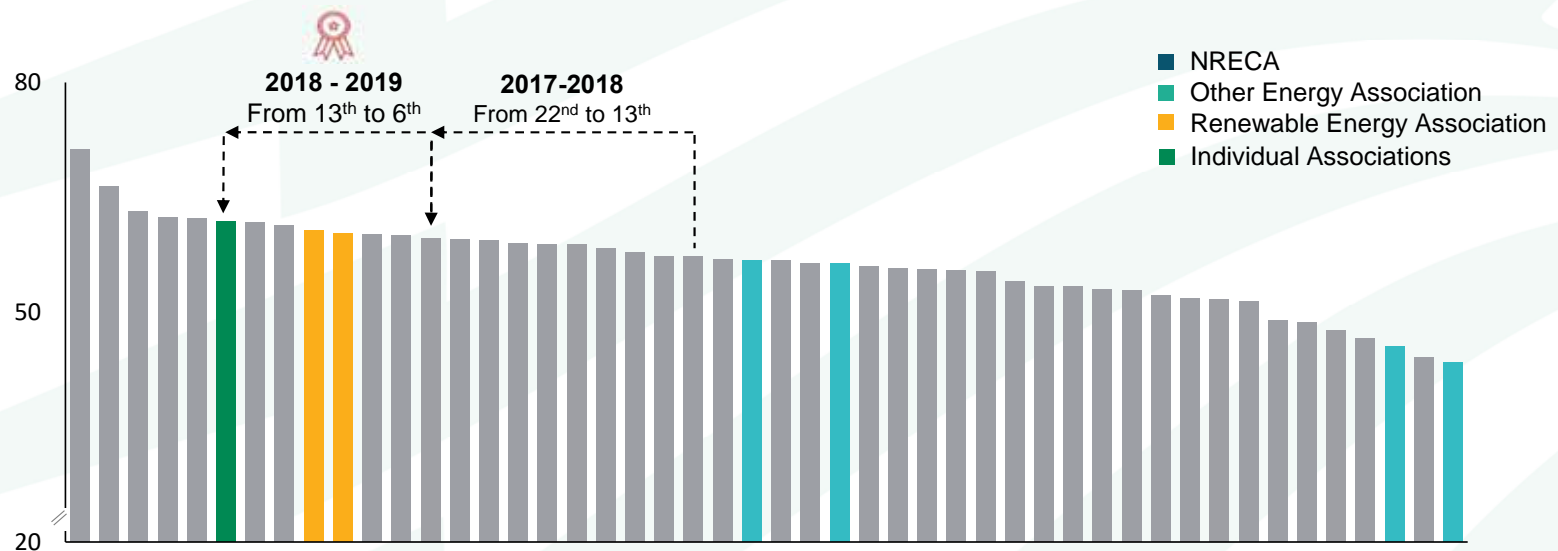
Activate

The Risk of Being Complacent

Survey: NRECA's Reputation Among DC Policymakers Continues to Grow

Washington Reputation

Comparison to All Associations Studied

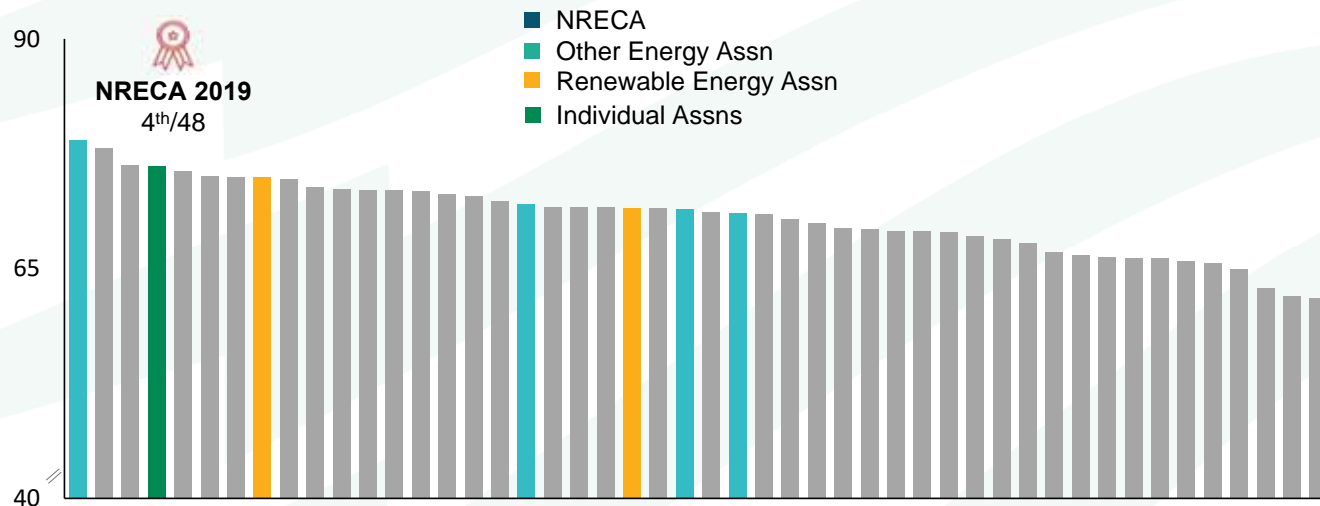


The Washington Policy Brand Index is a combination of scores on the four distinct measures of policy brand: **Credibility, Access, Influence, and Engagement.**

Messaging on Rural Economies Strengthens NRECA's Overall Representation

Member Representation

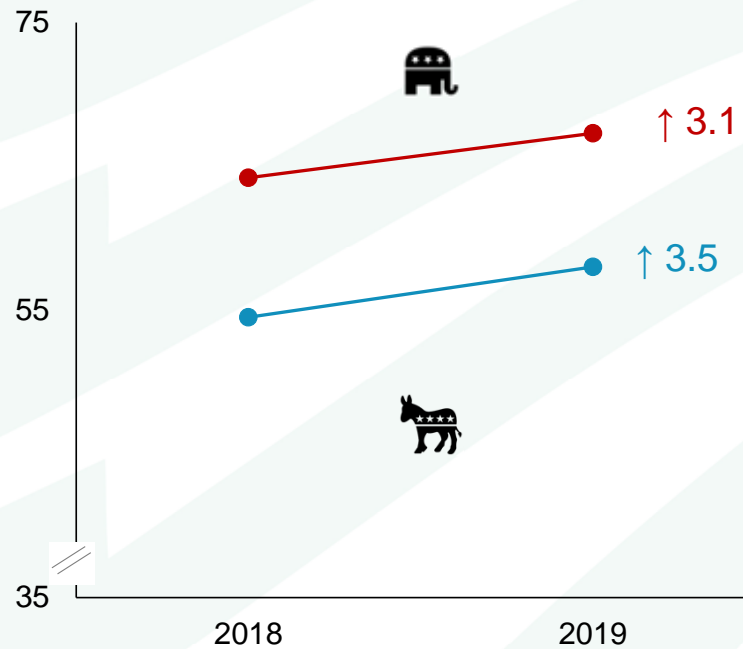
Comparison to All Associations Studied



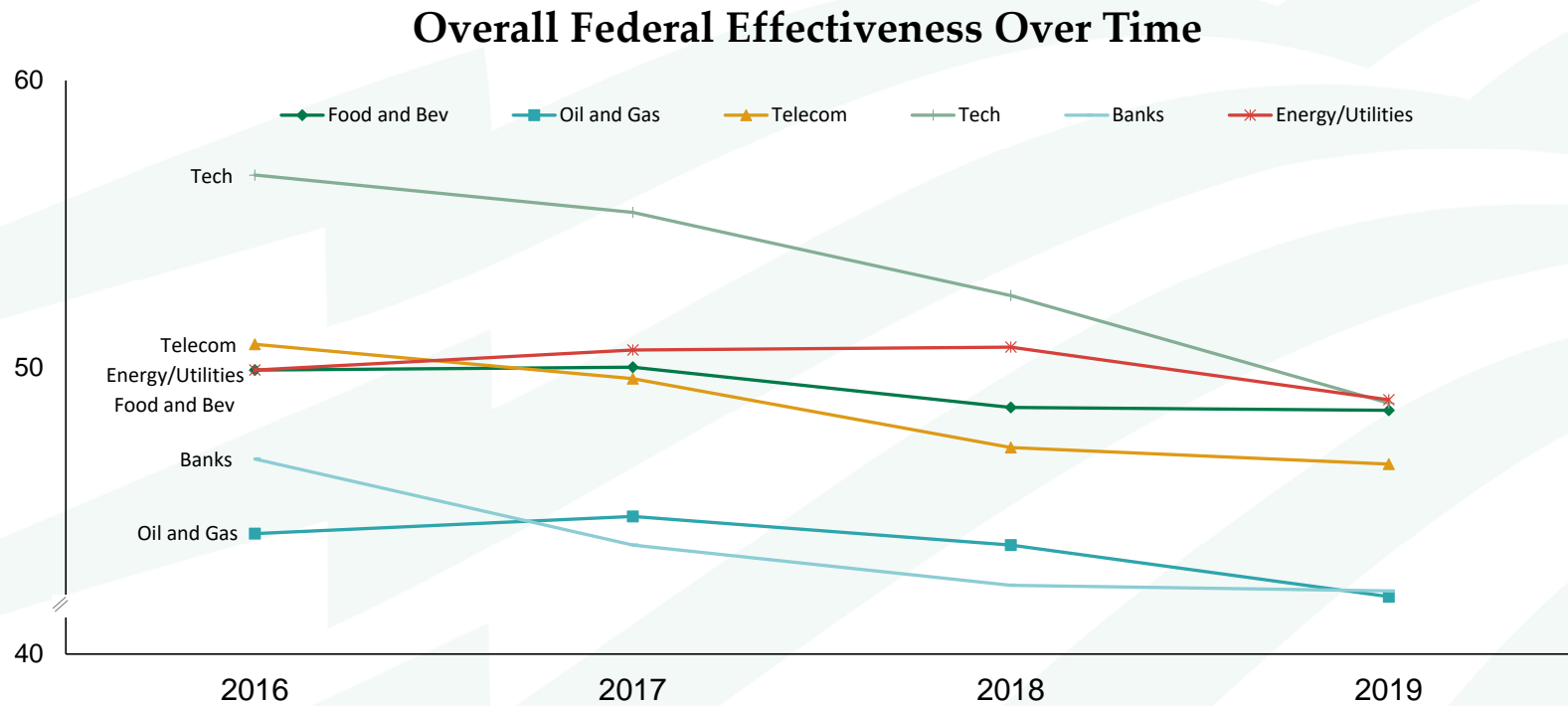
“Speaks and engages from an industry-wide perspective, and/or credibly represents its members’ interests and views”

This Focus on Rural Economies Is Why NRECA Continues to See Support from Both Parties

Washington Reputation
NRECA's Scores Over Time by Party



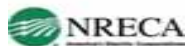
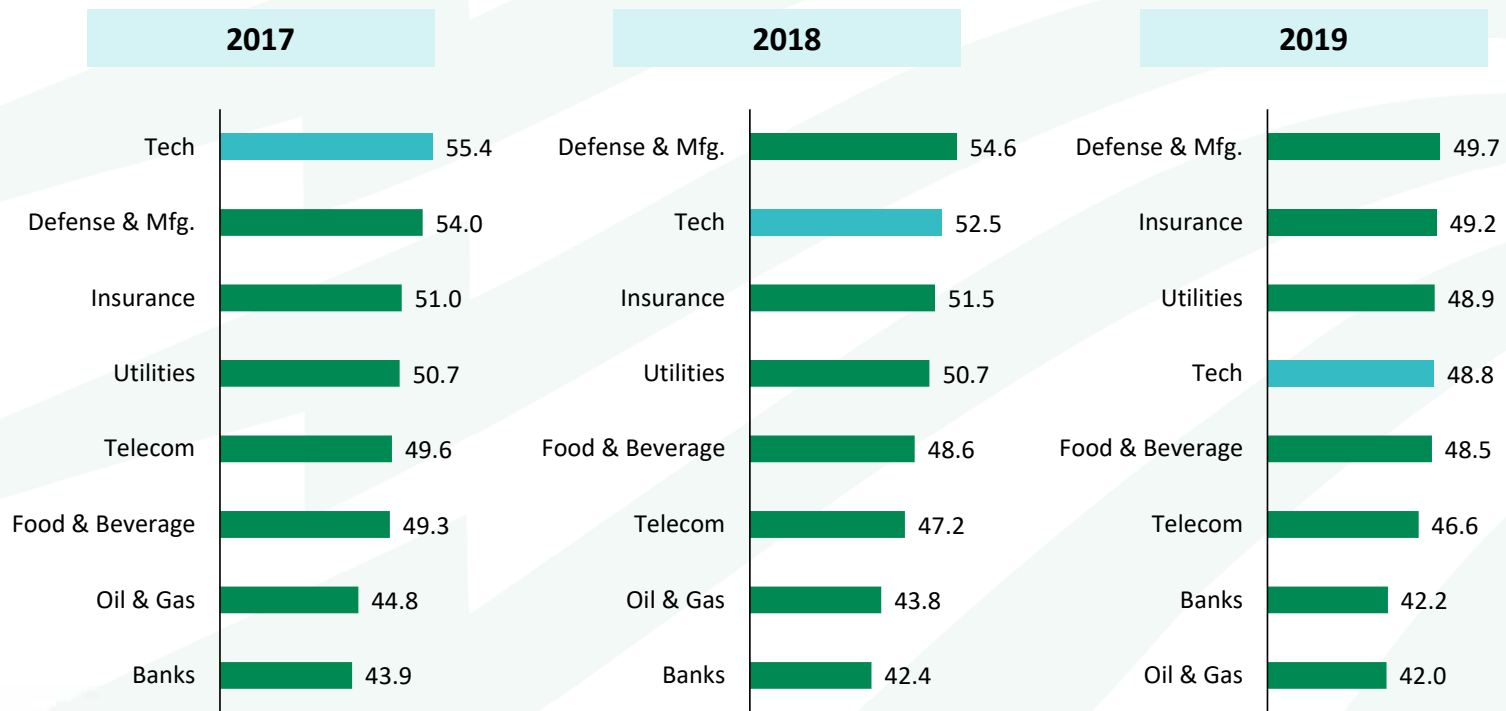
THE DECLINE IN EFFECTIVENESS



Overall Federal Effectiveness: Your organization's long-term reputation in Washington and "brand" among the policymaking audience is based on four specific measures.

THE RISK: TECH HAS BEEN CEDING GROUND TO OTHER INDUSTRIES FOR THE LAST TWO YEARS

Industry Average – Washington Reputation



Questions and Discussion