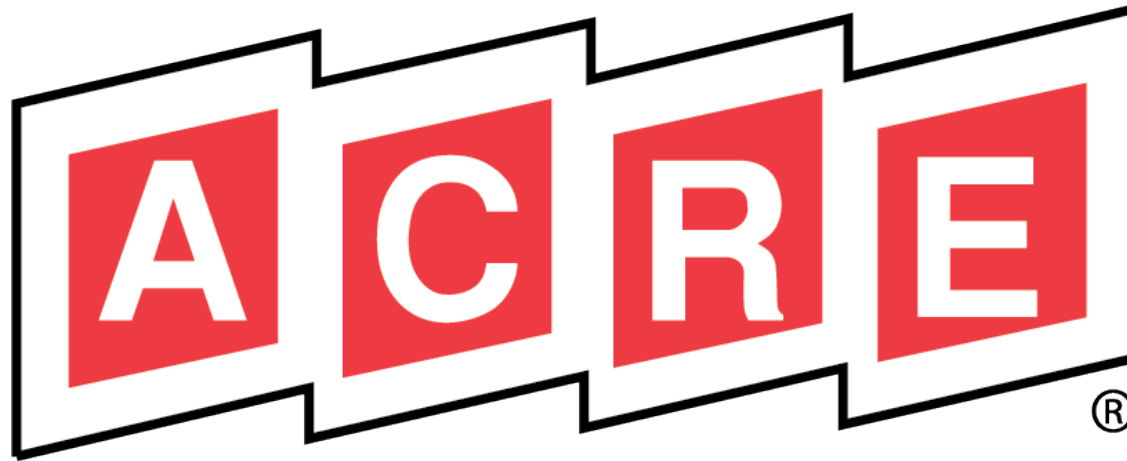
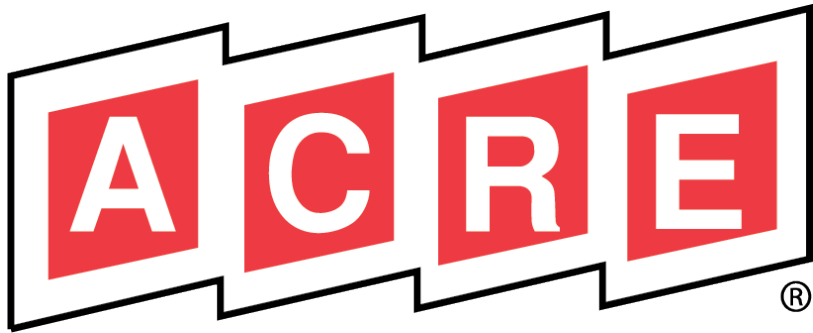


PAC Rebrand

That Was Then



Changing Course



Research: What We Heard

Renaming and rebranding ACRE will:

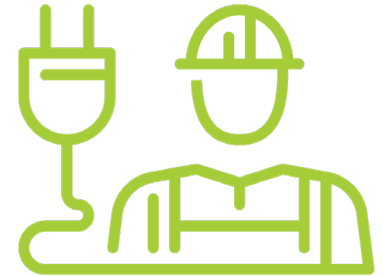
Polymakers

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



Donors

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



Polymakers & Donors

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



This Is Now



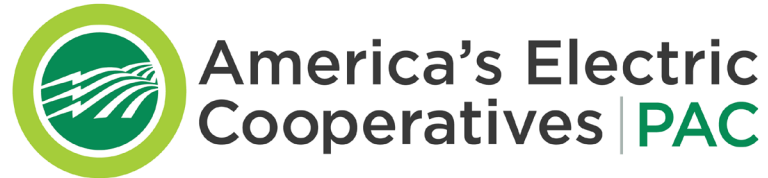
Maximizing Our Advocacy Impact

Clarity, Credit and Unity



What's Next

Year-Long Transition



January
CEO
Close-Up

February
Directors
Conference

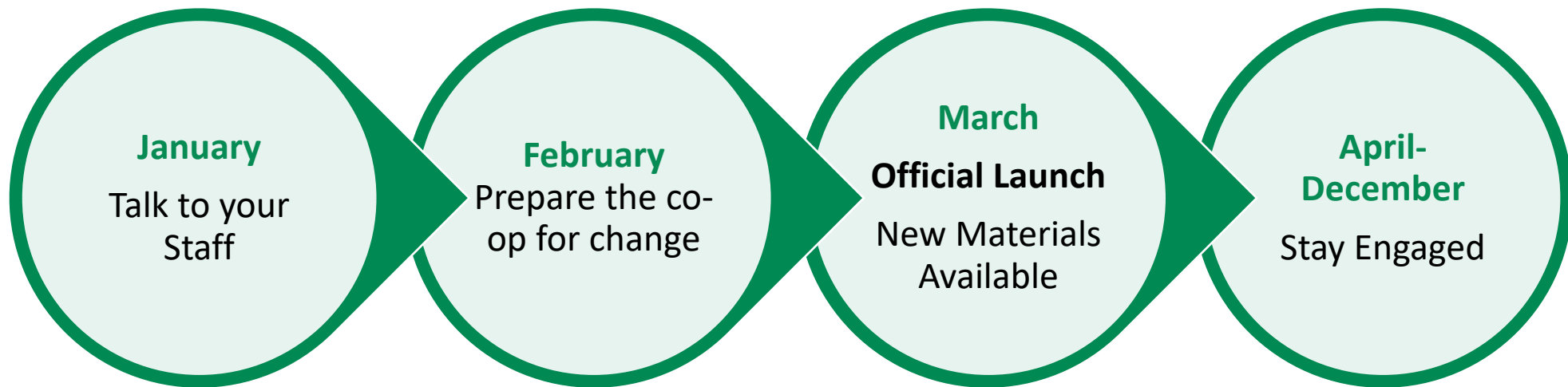
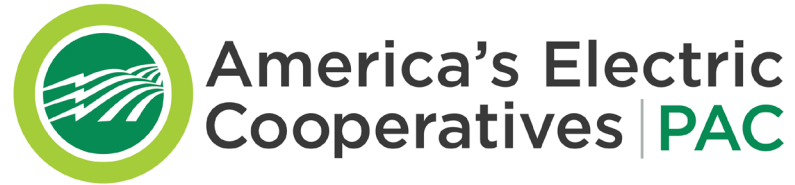
March
PowerXchange

April-December 2023
Ongoing Stakeholder Outreach



2023

What You Need to Know



2023

Strengthening & Unifying NRECA's Advocacy



America's Electric
Cooperatives | PAC