

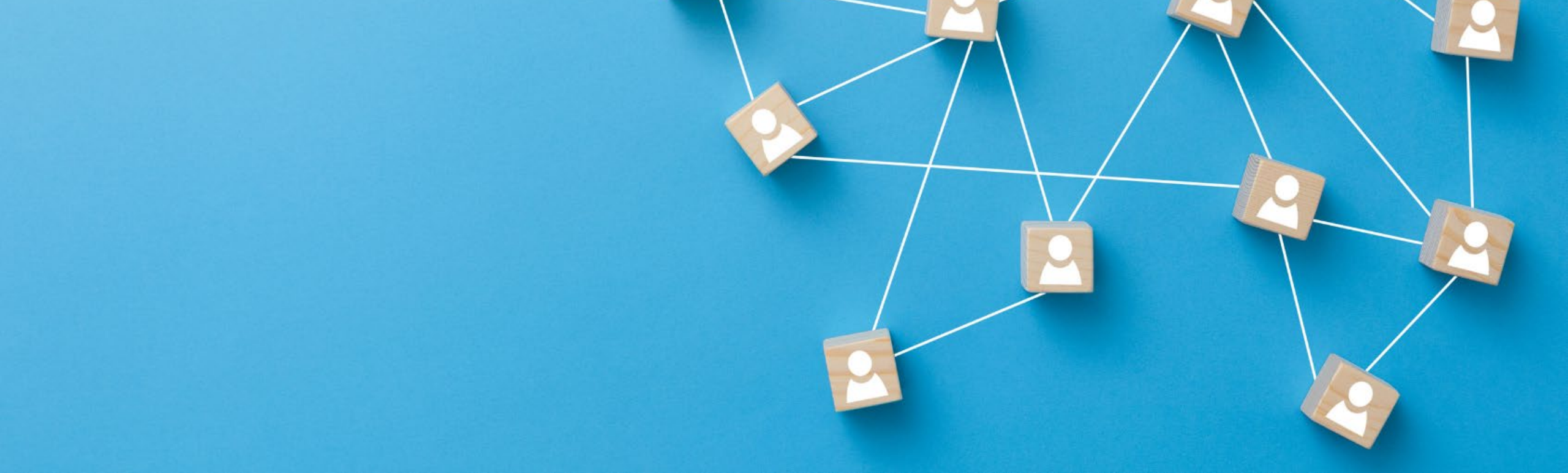


America's Electric
Cooperatives | PAC

GROWING YOUR GRASSROOTS ADVOCACY PROGRAM

Marc Armstrong

Director, Government Affairs, Ohio's Electric Cooperatives



Communications Materials Available

OEC has created a suite of materials to help co-ops encourage participation in the PAC among their members in a way that is effective, legal, and requires minimal time on the co-op's behalf

Ohio Cooperative Living Local Page Ads

- Developed full-page, half-page, and 3/4-page ads for easy placement in local pages
- Lower part of ad designed for members to cut out and mail to co-op with contribution details
- All materials include placeholder text where co-ops can add contact information




America's Electric Cooperatives | PAC

Make your voice heard!

[Insert co-op name]
members: For just \$2.08/month, you can defend your way of life through America's Electric Cooperatives PAC.

The PAC is a bipartisan political action committee that:

- ★ Focuses on issues that affect electric co-ops like [co-op name]
- ★ Supports legislators who advocate for electric co-ops
- ★ Is backed by 36,000 U.S. electric co-op members

Consider reinvesting a portion of your capital credits in America's Electric Cooperatives PAC.
To learn more, visit [co-op website]. Co-op members can also sign up to participate by sending the completed form below to: America's Electric Cooperatives PAC, [insert co-op name and address]

☒ **YES!** I want to help keep the voice of rural electric cooperatives heard in the political process by participating in America's Electric Cooperatives PAC.

Monthly Bill Addition

☐ REGULAR: \$2.08 PER MONTH (\$25/YEAR) ☐ PRESIDENT'S CLUB: \$41.66 PER MONTH (\$500/YEAR)
☐ CENTURY CLUB: \$8.33 PER MONTH (\$100/YEAR) ☐ OTHER \$ _____

I affirm that my contribution has been made with non-corporate funds

NAME: _____ ADDRESS: _____
CITY: _____ STATE: _____ ZIP: _____ COOPERATIVE: _____
EMAIL: _____ SIGNATURE: _____

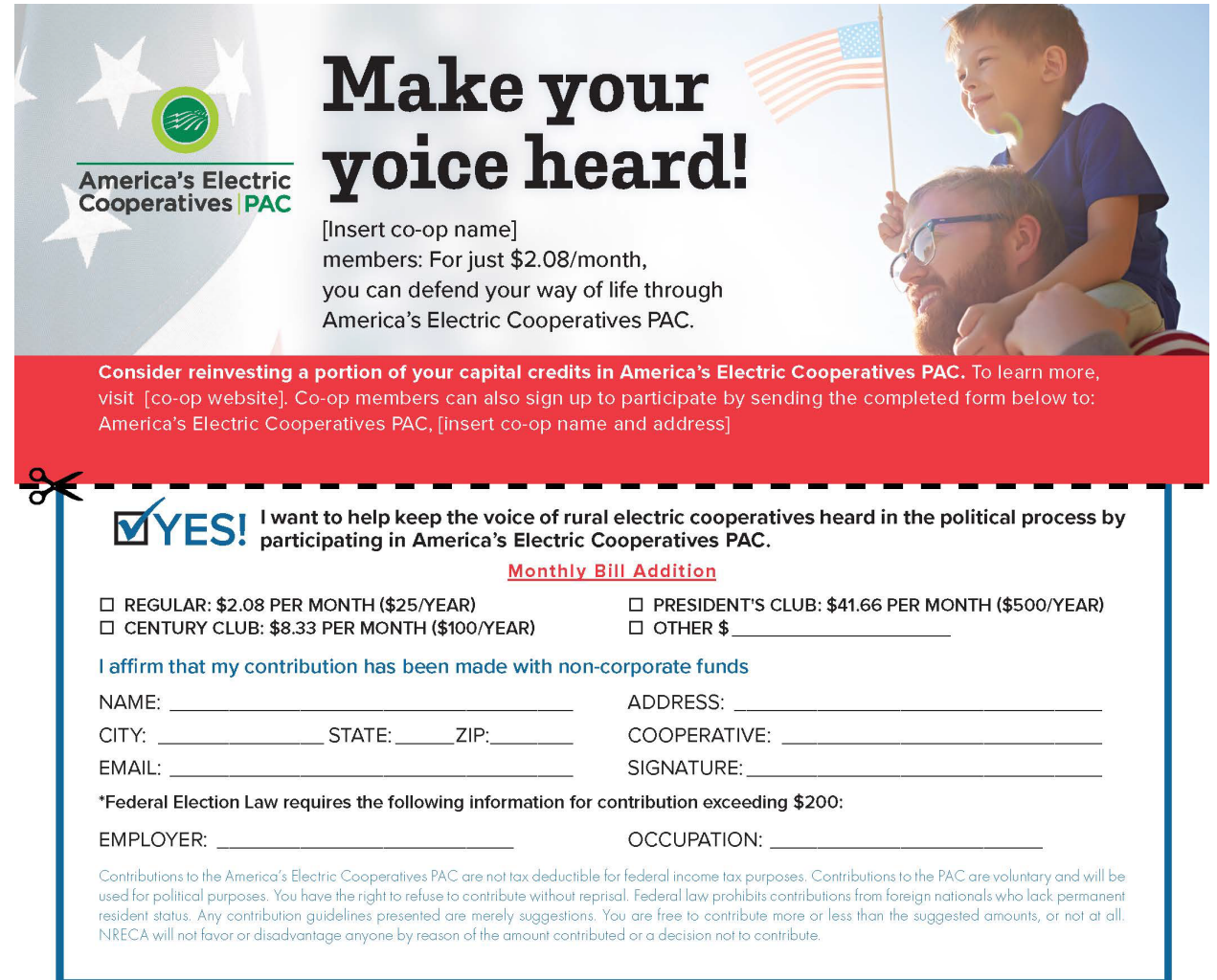
***Federal Election Law requires the following information for contribution exceeding \$200:**

EMPLOYER: _____ OCCUPATION: _____

Contributions to the America's Electric Cooperatives PAC are not tax deductible for federal income tax purposes. Contributions to the PAC are voluntary and will be used for political purposes. You have the right to refuse to contribute without reprisal. Federal law prohibits contributions from foreign nationals who lack permanent resident status. Any contribution guidelines presented are merely suggestions. You are free to contribute more or less than the suggested amounts, or not at all. NRECA will not favor or disadvantage anyone by reason of the amount contributed or a decision not to contribute.

Ohio Cooperative Living Local Page Ads

- Sample half-page ad
- Includes mail-in portion with simplified language at the top



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[Insert co-op name]
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Ohio Cooperative Living Local Page Ads

- Sample 3/4-page ad
- Same elements of full-page ad
- Sizing options ensure a version that will fit easily in your co-op's local pages each month



 **America's Electric Cooperatives PAC**

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I affirm that my contribution has been made with non-corporate funds

NAME: _____ ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____ COOPERATIVE: _____

EMAIL: _____ SIGNATURE: _____

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EMPLOYER: _____ OCCUPATION: _____

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Bill Stuffer

- Sample bill insert/stuffer can be adjusted in size to fit your co-op's printed bills
- Can also create secondary graphic for digital bills





**PROTECT
YOUR CO-OP
COMMUNITY WITH**



America's Electric
Cooperatives **PAC**

SmartHub Ads

- Sample ad to catch attention of your co-op's SmartHub users
- Visible from homepage of SmartHub, when using a desktop computer
- Multiple ad size options – can adjust for co-ops, as needed

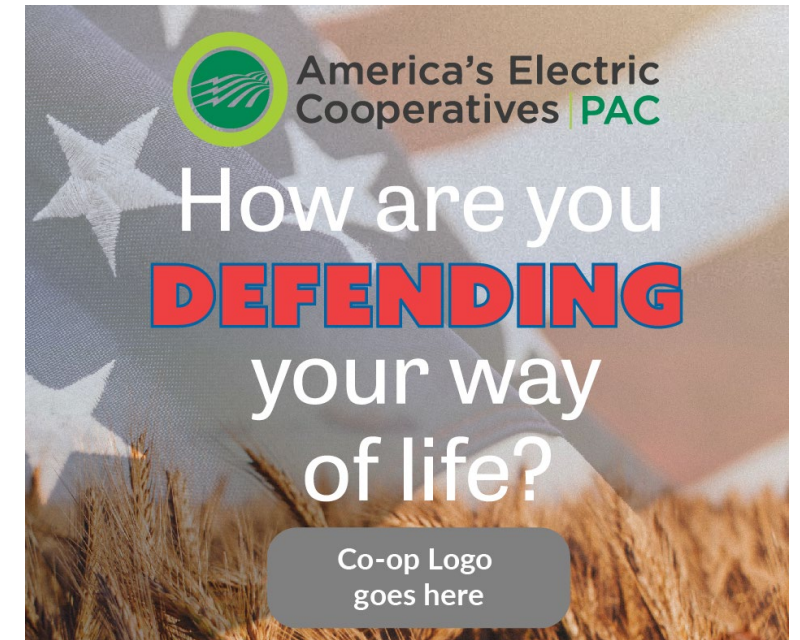


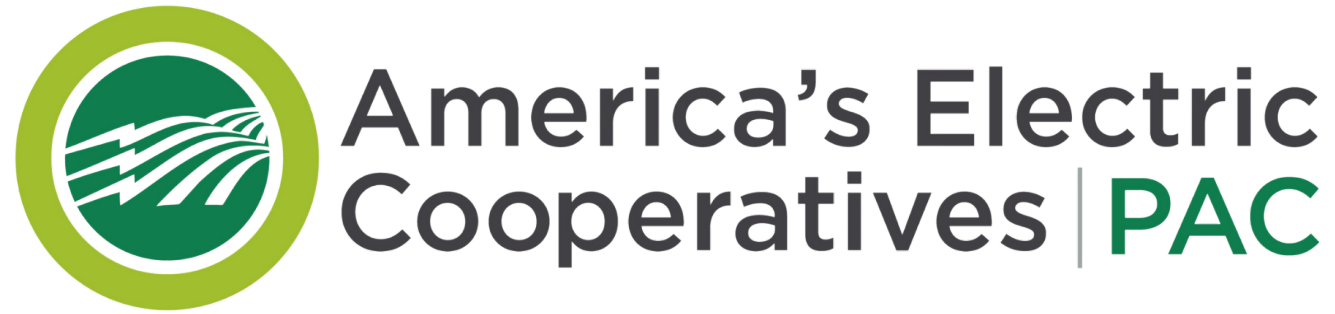
Website Content

- OEC can support co-ops with updating their PAC webpages with legal language for both eligible and non-eligible individuals
- For eligible individuals, OEC can help create an online webform where users can sign up for the PAC right from their phone or computer (see packet for sample page).

Social Media Content

- Several social media graphic and approved copy available for co-ops
- Content shared on social media should ONLY be for non-eligible individuals, since there's no way to ensure only eligible individuals are seeing the content





Interested in Using These Materials?

Contact Shelby Moore, Communications Program Manager, at smoore@ohioec.org
or Marisa Stith, Government Affairs Program Administrator, at mstith@ohioec.org