
Agenda

Brand Strategy Meeting 11:30 AM EST

Welcome

- Welcome, Roll call, approval of minutes Sarah
- Touchstone Energy 2026 Strategic Priorities Jana

Program Updates

- National Media 2025 Review & 2026 Plan Assembly – Megan & Caylea
- Advertising Research & Creative MAC & Rafael
- 2026 Cooperative Advantage Report MAC
- SHiNE Sean & Renee

Governance

- Committee Terms Sarah
- Program Engagement Roundtable All
- Old/New Business Sarah

Adjourn 1:00 PM EST

Advertising & Research



Touchstone Energy[®]
The power of human connections

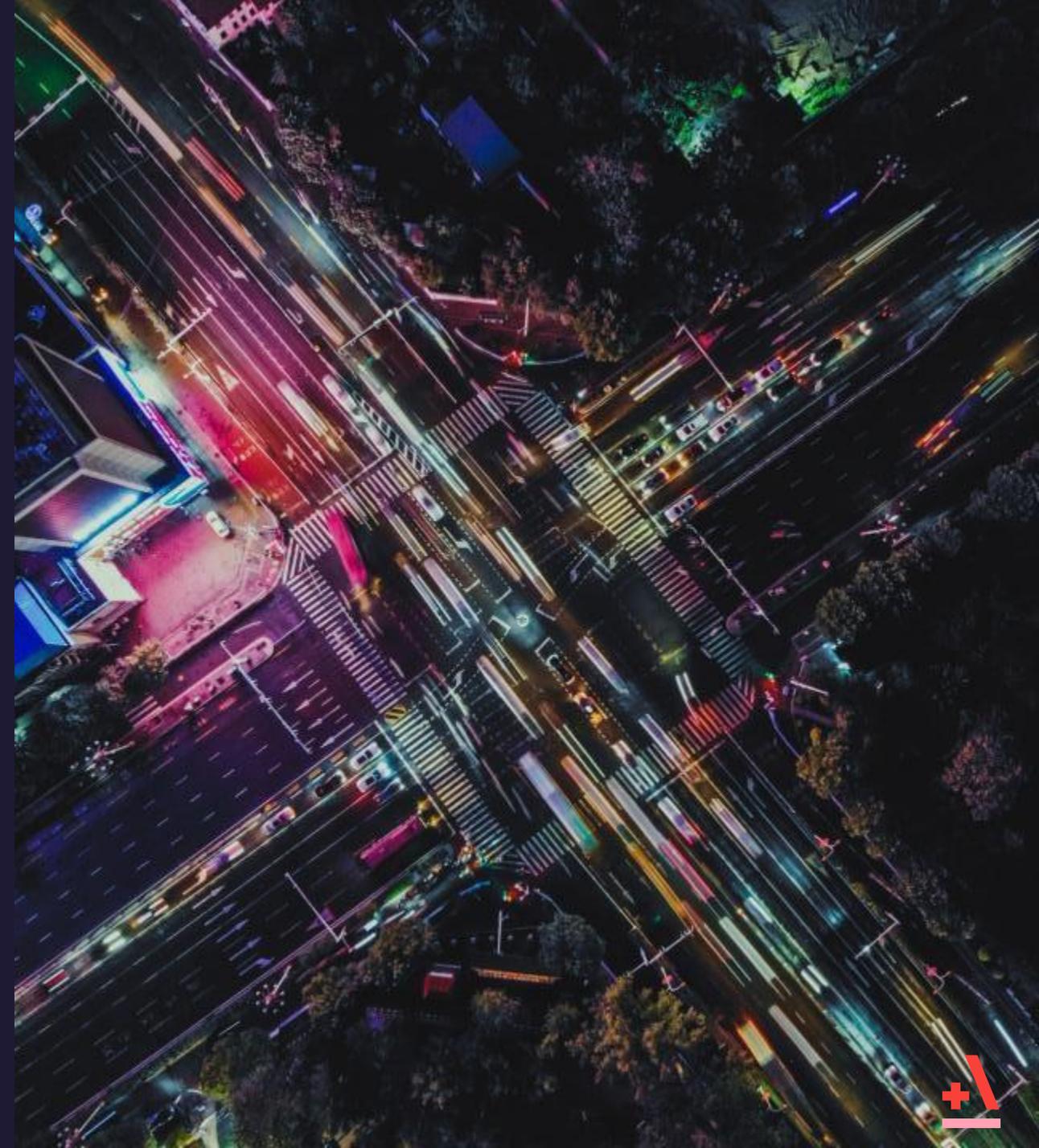
2025 Media Overview

February 2026

+ASSEMBLY

Agenda

- 2025 Plan Review
- Programmatic Performance
- Search Performance
- CTV Performance
- 2026 Plan Overview
- Media Hot Topics



2025 Plan Review



2025 Touchstone Energy Media Plan

In Q4, we ran our heavy TV flight inclusive of Addressable TV and Programmatic Connected TV. We also ran the fifth and final programmatic video and mobile flight.

	January				February				March				April				May				June				July				August				September				October				November				December							
	12/30	1/6	1/13	1/20	1/27	2/3	2/10	2/17	2/24	3/3	3/10	3/17	3/24	3/31	4/7	4/14	4/21	4/28	5/5	5/12	5/19	5/26	6/2	6/9	6/16	6/23	6/30	7/7	7/14	7/21	7/28	8/4	8/11	8/18	8/25	9/1	9/8	9/15	9/22	9/29	10/6	10/13	10/20	10/27	11/3	11/10	11/17	11/24	12/1	12/8	12/15	12/22
Touchstone Energy National Campaign 2025																																																				
RETARGETING																																																				
Display/CTV																																																				
VIDEO																																																				
Addressable TV																																																				
Programmatic Connected TV																																																				
PROGRAMMATIC																																																				
Programmatic Video																																																				
Programmatic Mobile																																																				
PAID SEARCH																																																				
SEM																																																				



2025 Full Year Impression Delivery

Channel	Delivered Impressions
Programmatic Media	76,344,830
Search	210,641
CTV/Addressable TV	29,820,150
Total	106,375,621

YOY impressions were down 15% due to decrease in budget (-8% YOY) with a heavier decrease in more cost-efficient programmatic channels (-36%), and media inflation. This is a significantly smaller decrease than we saw from 2024 to 2025 (-45%).

Programmatic Mobile and Video



Programmatic Targeting Tactics

BEHAVIORAL

Targeting types of audiences such as homeowners, people with families, people interested in coupons and savings.

CONTEXTUAL

Categories of sites such as News, Sports, Entertainment, Jobs & Education, and Recipes

LOOK ALIKES

Automated algorithms make models based on behaviors that mimic behaviors of those who visit the TSE site

RETARGETING

Re-engage with visitors who have previously interacted on the site



TOP SITE CATEGORIES



NEWS



RECIPES

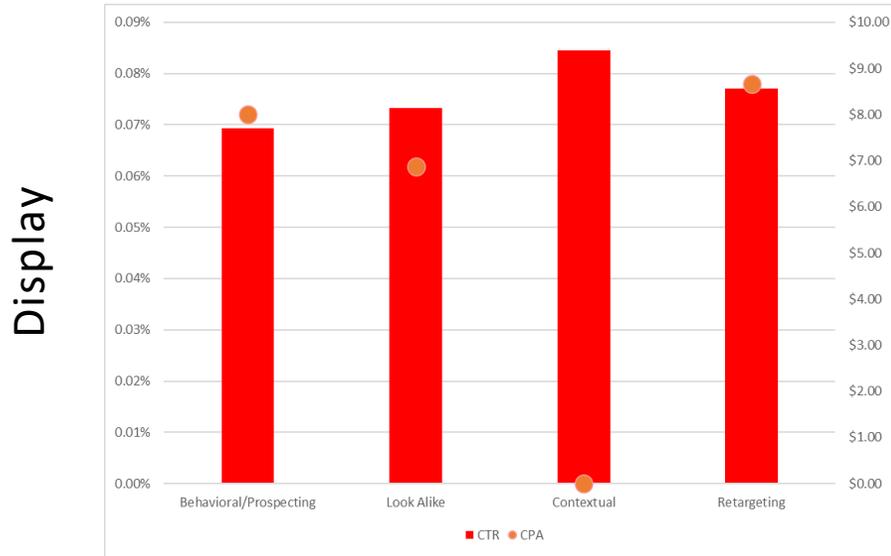


SPORTS

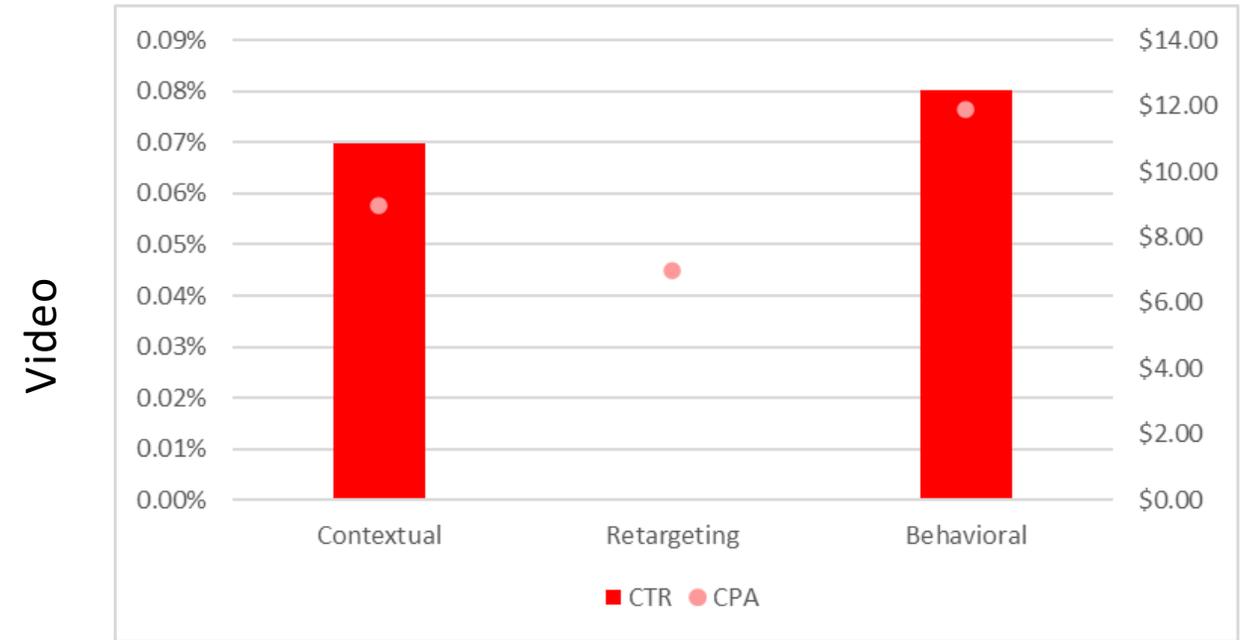


2025 Continues Utilizing Multiple Targeting Strategies

Optimized top performing targeting tactics while driving Click-thru-rates and lowering Cost per acquisition



- + Contextual saw the highest click thru rate for mobile, at .08%
- + The Look Alike tactic drove the most impressions with the most efficient CPA
 - Look Alike targeting saw 24 million impressions at a \$6.88 CPA with the highest click volume which delivered 17K clicks
 - Behavioral saw a CPA of \$8.01



- + Behavioral targeting saw the highest conversion volume within video
 - This tactic drove over 21mm impressions, Contextual drove second highest at 13 mm impressions
 - Contextual had 28% of total conversions for video
- + CTV Retargeting drove 20% of conversions for video with a CPA of \$6.98. While click volume for this tactic is unavailable, completion rate is 98%.



Display Banners



Powering On



Connected



Community: Where We Live



Serving You



What Lies Ahead



We've Got You



Safety Runs Through Everything

Video



Powering On



Connected



Safety Runs Through Everything



Serving You



What Lies Ahead



We've Got You



Community: Where We Live

Larger Mobile Units Continue to Lead to High Performance

300x250 units saw a stronger conversion rate compared to 320x50 units

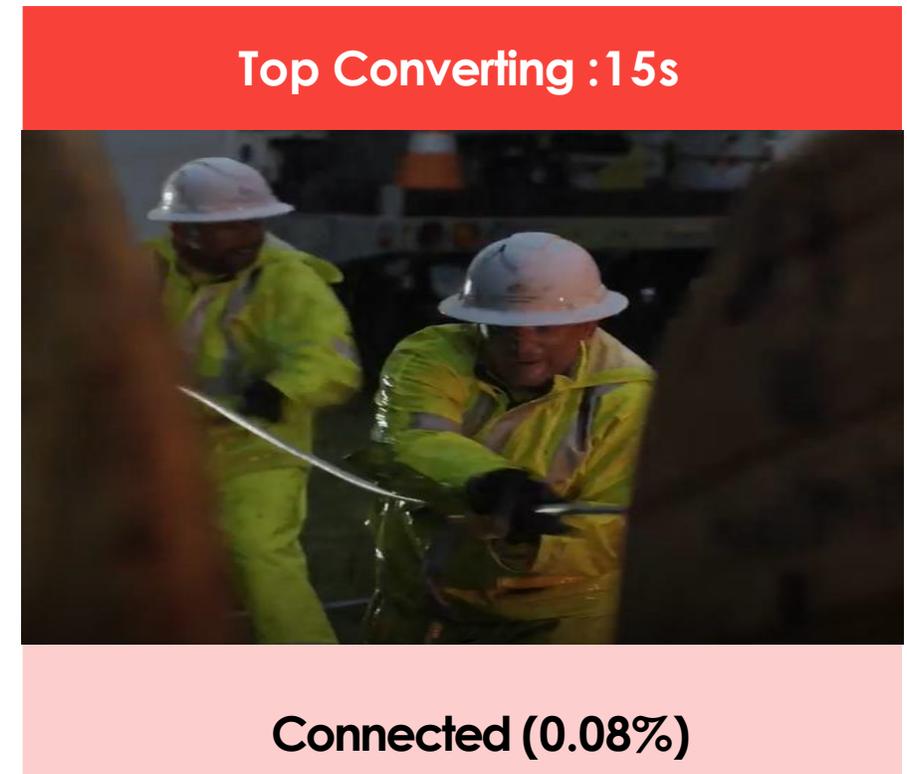


Powering On performed the best out of all 300x250 creatives, with Connected following right behind. While 300x250 units saw a higher CTR & conversion rate, the 320x50 units had slightly higher conversions and impressions.

Top Performing :15 Video Creative

- All videos have an even completion rate throughout 2025
- *Connected* delivered the highest conversion rate, followed by *What Lies Ahead & We've Got You*

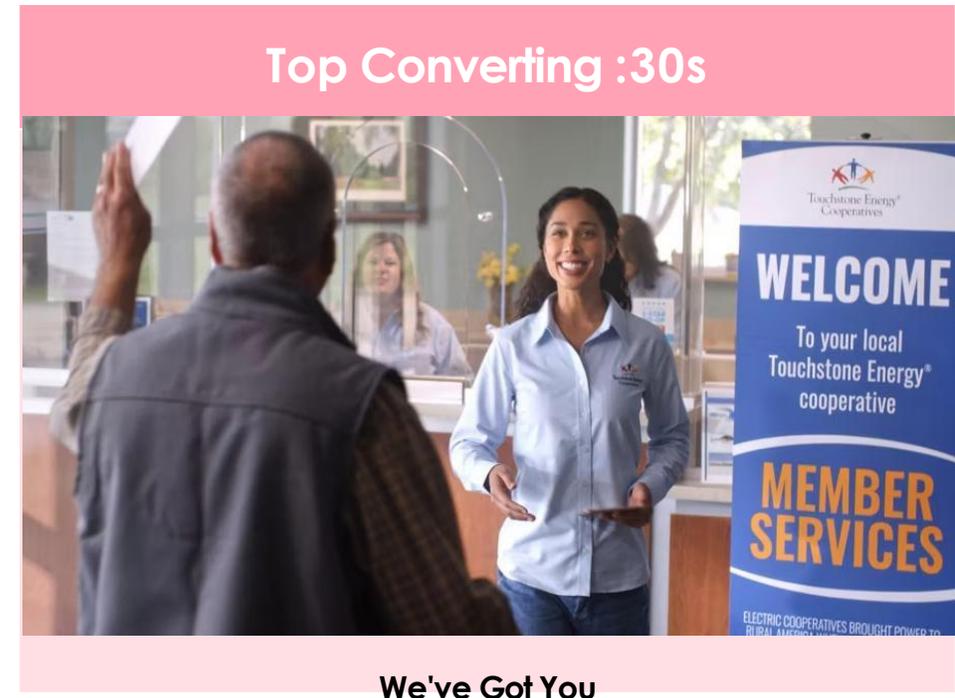
:15s	Video Completion Rate	Conversion Rate
Connected	88%	0.08%
What Lies Ahead	88%	0.08%
We've Got You	88%	0.08%
Powering On	88%	0.08%
Serving You	88%	0.07%
Community: Where We Live	88%	0.07%
Safety Runs Through Everything	88%	0.06%



Top Performing :30 Video Creative

- All :30 videos saw an even completion rate of 83%
- *We've Got You* delivered the highest conversion rate followed by *What Lies Ahead*

:30s	Video Completion Rate	Conversion Rate
We've Got You	83%	0.06%
What Lies Ahead	83%	0.06%
Serving You	83%	0.05%
Powering On	83%	0.05%
Connected	83%	0.05%
Safety Runs Through Everything	83%	0.05%
Community: Where We Live	83%	0.05%



We've Got You

Top Performing :30 CTV Retargeting Creative

- All videos had an even completion rate, with *Safety Runs Through Everything* with the highest at 99%
- *Community: Where We Live* had the highest conversion rate, followed by *Connected*

:30	Video Completions	Conversion Rate
Community: Where We Live	98%	.42%
Connected	98%	.34%
Safety Runs Through Everything	99%	.28%

Top Converting Retargeting:30s

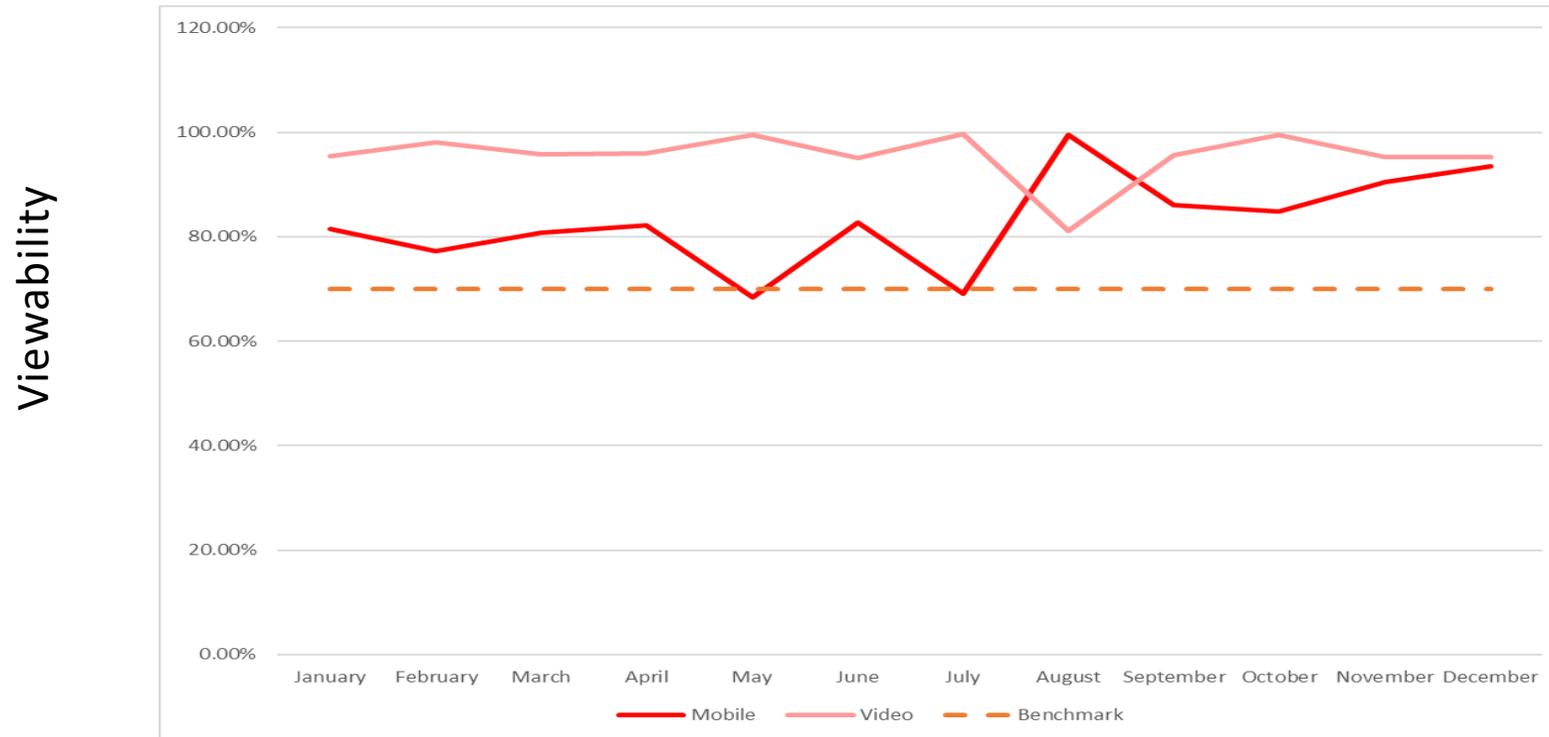


**Community: Where We Live
(0.42%)**

Viewability Benchmarks: Continue to Beat!

- Viewability benchmark for 2025 was 70%
- Mobile averaged 83% while video averaged 95%
- May & July saw a decline in mobile viewability when only TV was live

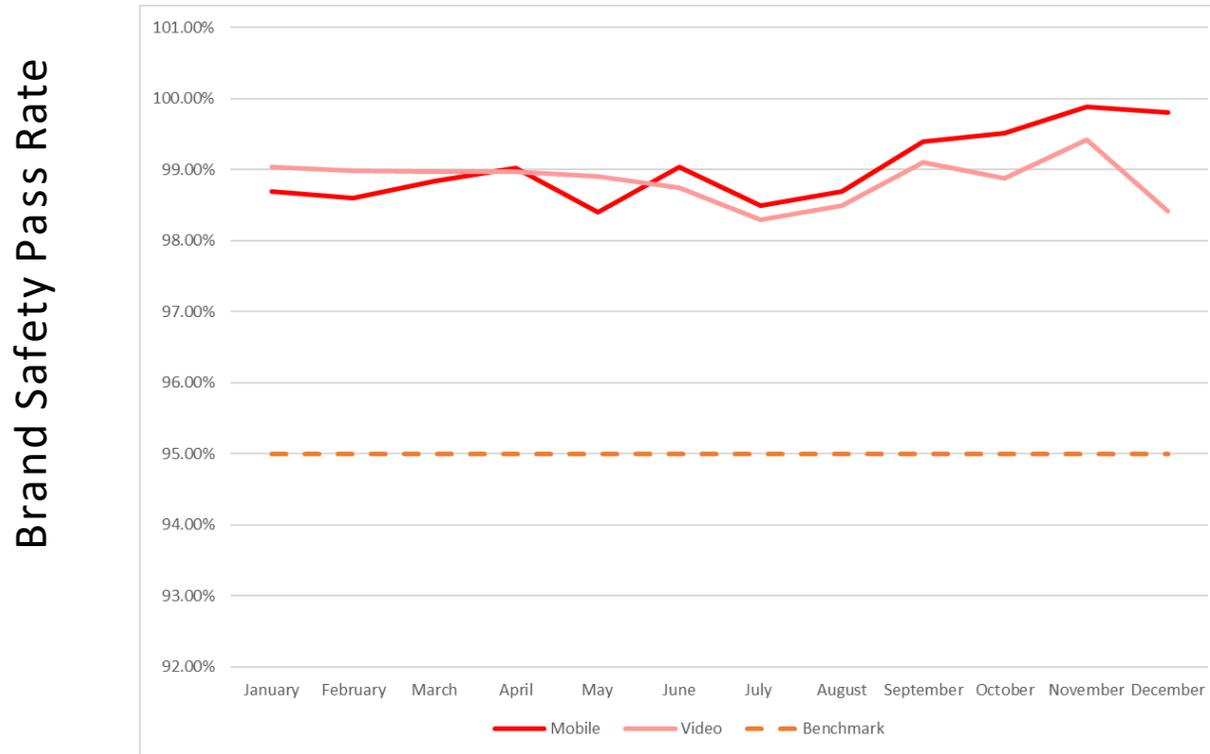
Touchstone Energy 2025 Viewability



Brand Safety Benchmarks

- Brand safety benchmark was 95% for 2025
- Mobile and Video continue to surpass brand safety benchmarks, hitting 99% each month

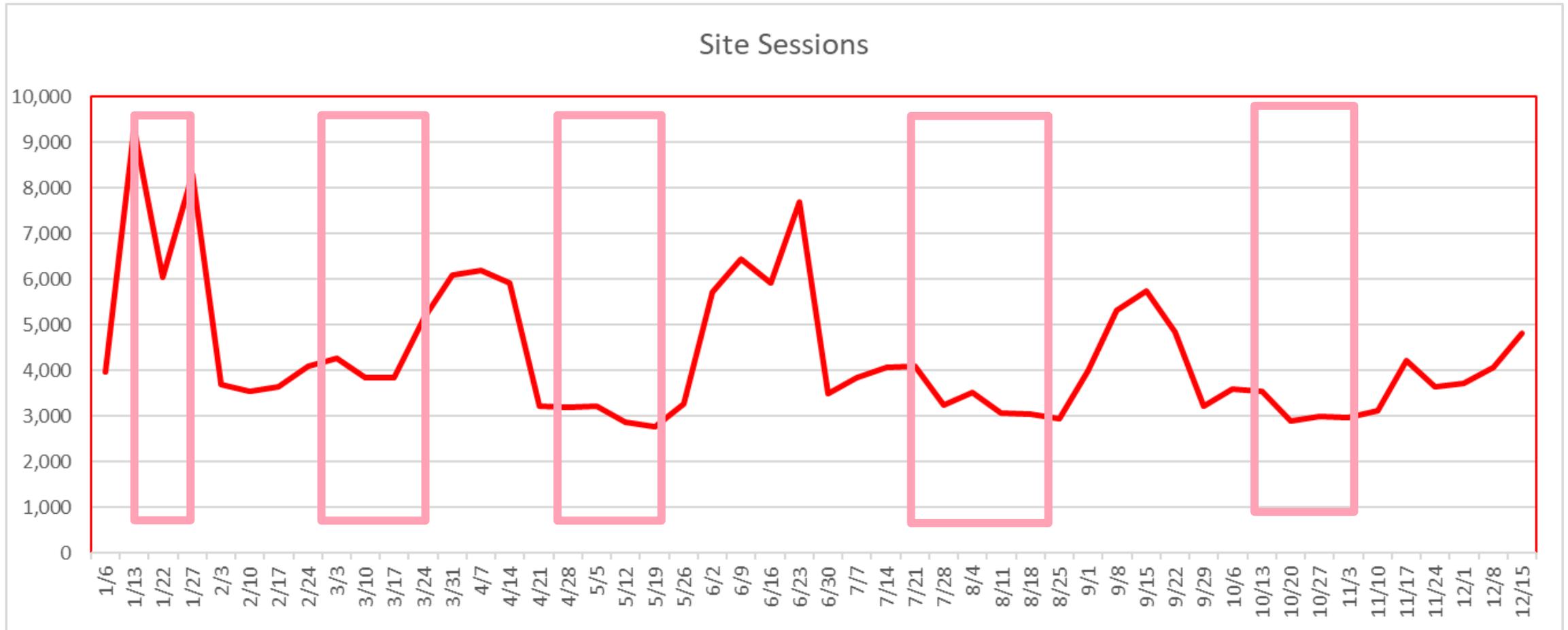
Touchstone Energy 2025 Brand Safety Pass Rate



Site Visits and Conversion Performance

Weekly Site Traffic Aligned with Media in Market

Site traffic is driven by direct click thru of programmatic media, with noticeably lower site sessions when only TV is live



Site Traffic Trends Consistent Across Years

We have seen consistent trends in site traffic since 2023, with 2025 having slightly lower dips due to the always on retargeting media.



Conversion Performance by State

Looking at performance on a state by state basis, we are able to see which geos have most total conversions, highest conversion rate (conversions per impression), and video completion rate. Our strategy has pivoted more heavily to video, so completion rate is relevant for engagement moving forward.

State	Total Conversions
North Carolina	6,353
Texas	5,847
South Carolina	4,512
Georgia	4,428
Florida	3,497
Ohio	2,969
Colorado	2,895
Missouri	2,745
Minnesota	2,690
Kentucky	2,630

State	Conversion Rate
Maine	0.32%
Nebraska	0.26%
Rhode Island	0.14%
South Dakota	0.12%
Colorado	0.12%
Utah	0.11%
New York	0.10%
Oklahoma	0.10%
Wisconsin	0.10%
Wyoming	0.10%

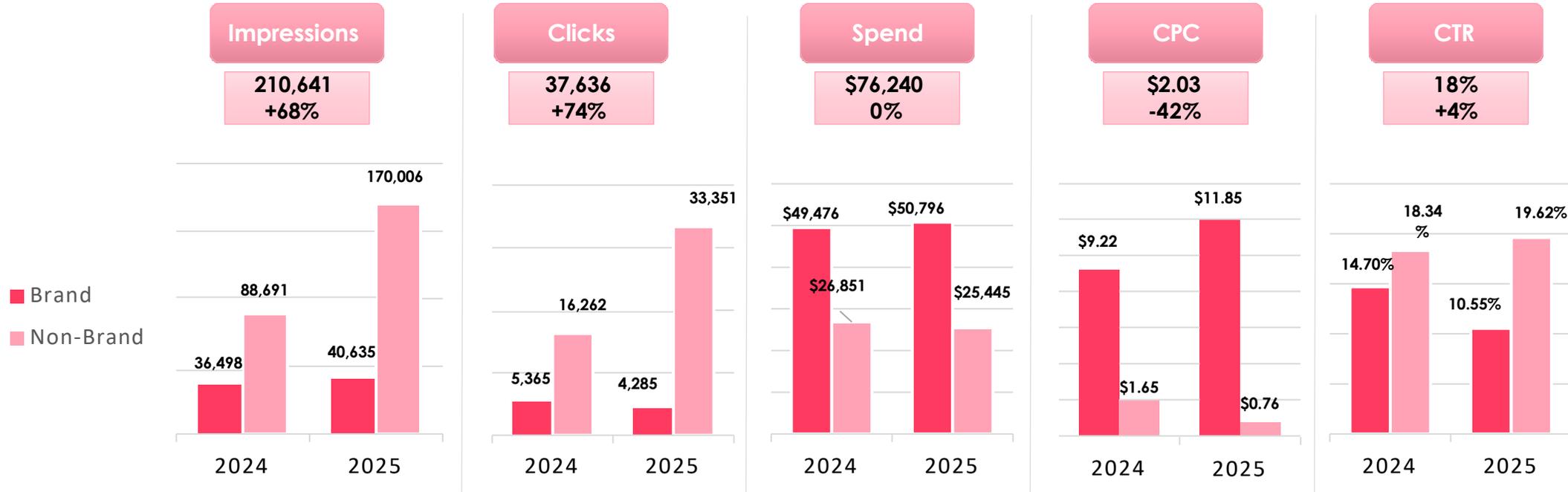
State	Video Completion Rate
Maine	99.06%
New Jersey	99.05%
Oregon	95.23%
Kentucky	91.97%
Florida	91.88%
South Carolina	91.76%
Georgia	91.74%
North Carolina	91.63%
Mississippi	91.63%
Arkansas	91.59%



Paid Search Performance



YoY Paid Search Performance

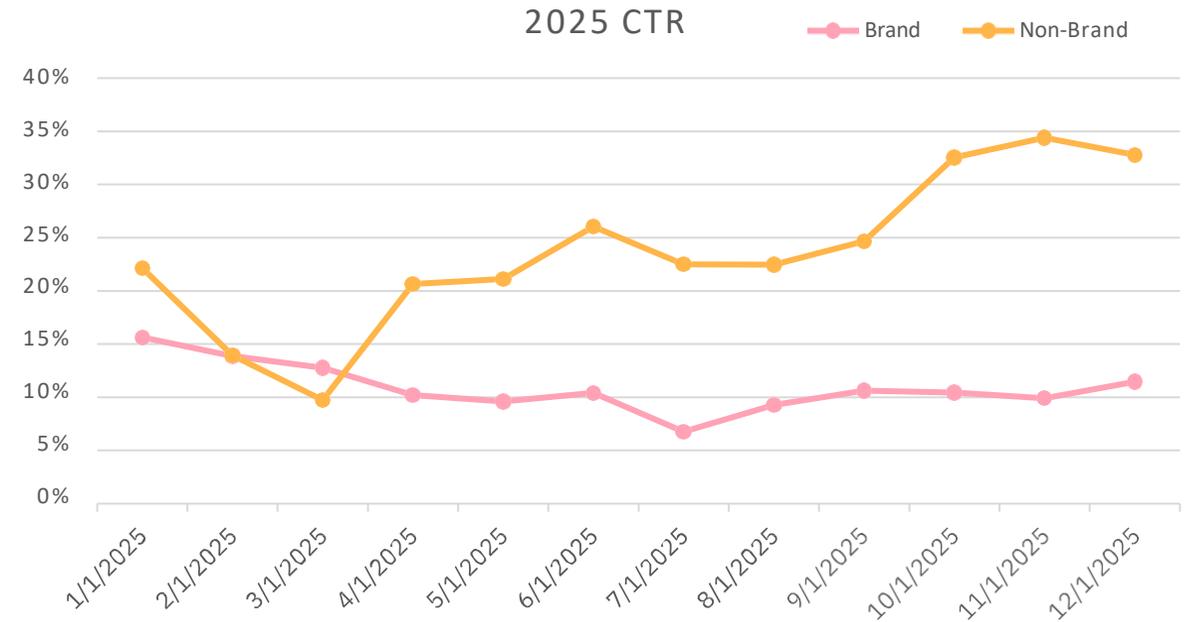
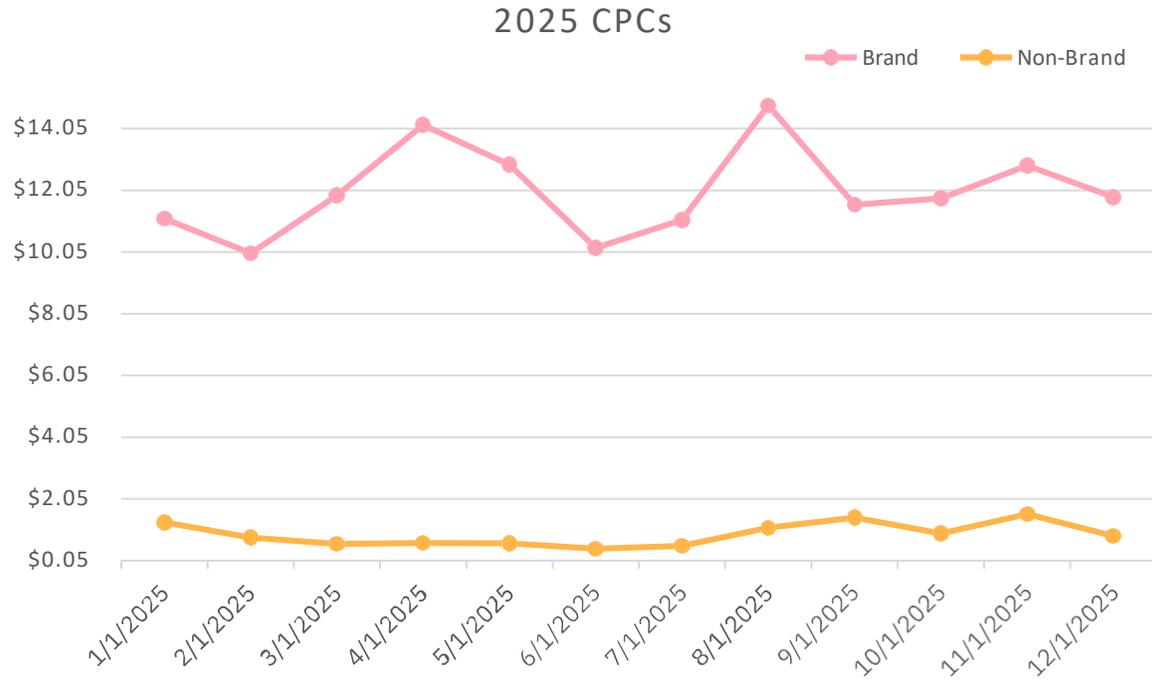


Key Takeaways

- Overall YoY paid search performance had increased impressions (+68%), increased clicks (+74%) and flat spend.
 - The Impression (+91%) and click (+105%) increases were primarily driven by Non-Branded campaigns.
- As a result, there were continued efficiencies due to optimizations, as CPCs were down significantly YoY (-42%).
 - The decrease in CPCs was primarily driven by NB campaigns (-53%)
- Keyword performance continued to drive performance YoY as investment was funneled into top traffic generators
 - Top brand keywords included 'touchstone energy' (2,397 clicks), 'touchstone' (1,200 clicks), and 'touchstone electric' (352 clicks)
 - Top non-brand keywords included 'energy technologies' (9,561 clicks), 'home energy saving' (6,321 clicks), and 'energy efficiency' (3953 clicks)



Paid Search CPC & CTR Trends



Key Takeaways

- Brand and Non-Brand CTRs in Brand have been maintained at similar levels throughout this year indicating increased relevance to the user.
 - As the year has progressed, CTRs have continued to rise particularly in Non-Brand.
- Both Brand and Non-Brand CPCs continue to perform at similar levels with adjustments due to fluctuations in spend, demand, and competition



TV Performance

Q4 2025 TV Snapshot

Programmatic TV

Addressable TV

Strategy

Continue utilizing direct partnerships to access efficient and scalable CTV inventory.

Heavy up on TV in Q4 by adding previously proven tactic Addressable TV.

Targeting

Contextual targeting in high indexing areas such as family, food, business services, arts, and outdoor entertainment.

I-to-I Household Audience Targeting.
Campaign Frequency Target of 8.

Partners

Magnite
nexxen

SPOTX

dish

sling
TELEVISION

Impression Estimate

3.5 Million

14.72 Million



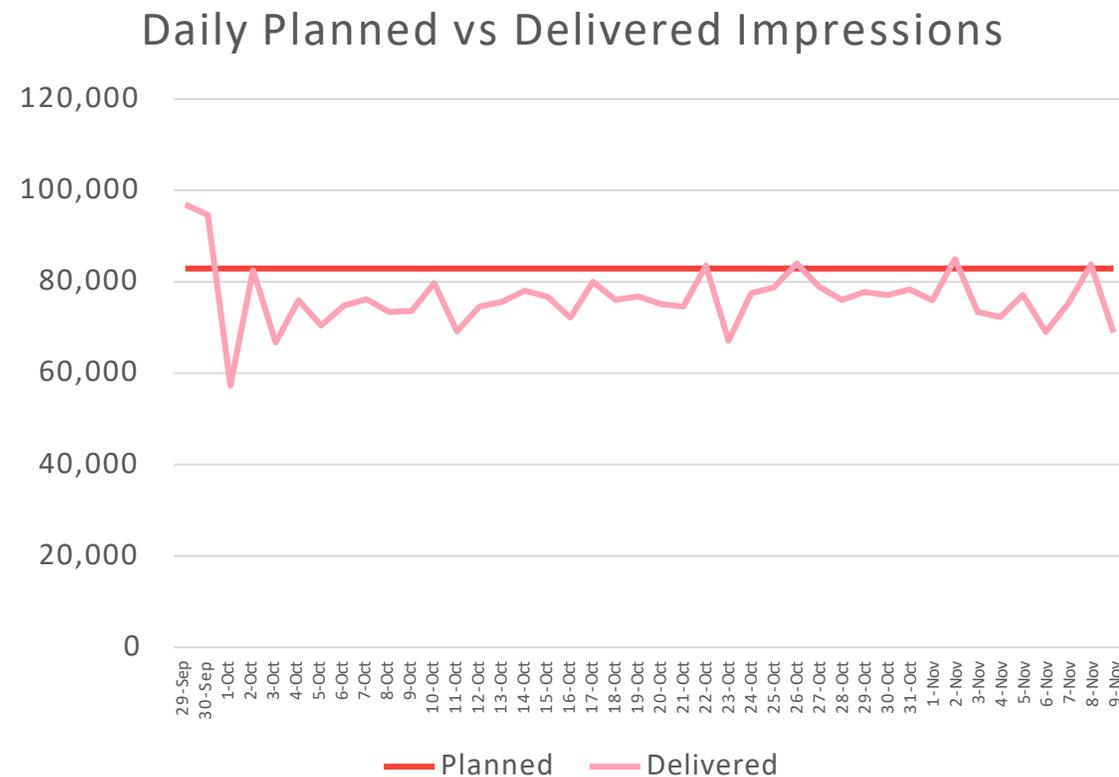
Programmatic TV Saw Increased CPMs, Leading to Under Delivery

CAMPAIGN DETAILS

FLIGHT & TIMING
 + September 29 – November 9, 2025

MEDIA PARTNERS
 + Contextually targeting via Magnite/Nexen
 + Contextually targeting via Xumo/Freewheel

DELIVERY & PACING
 + Campaign delivered dollars in full, while slightly under delivering on impressions (92% of goal).
 + Q4 saw increased CPMs leading to the under delivery.
 + Completion rate delivered at 99.0%, slightly higher than last flight (99.8%).



Addressable TV Over-Delivered on Impression Goals

CAMPAIGN DETAILS

FLIGHT & TIMING

+ September 29 – October 26, 2025

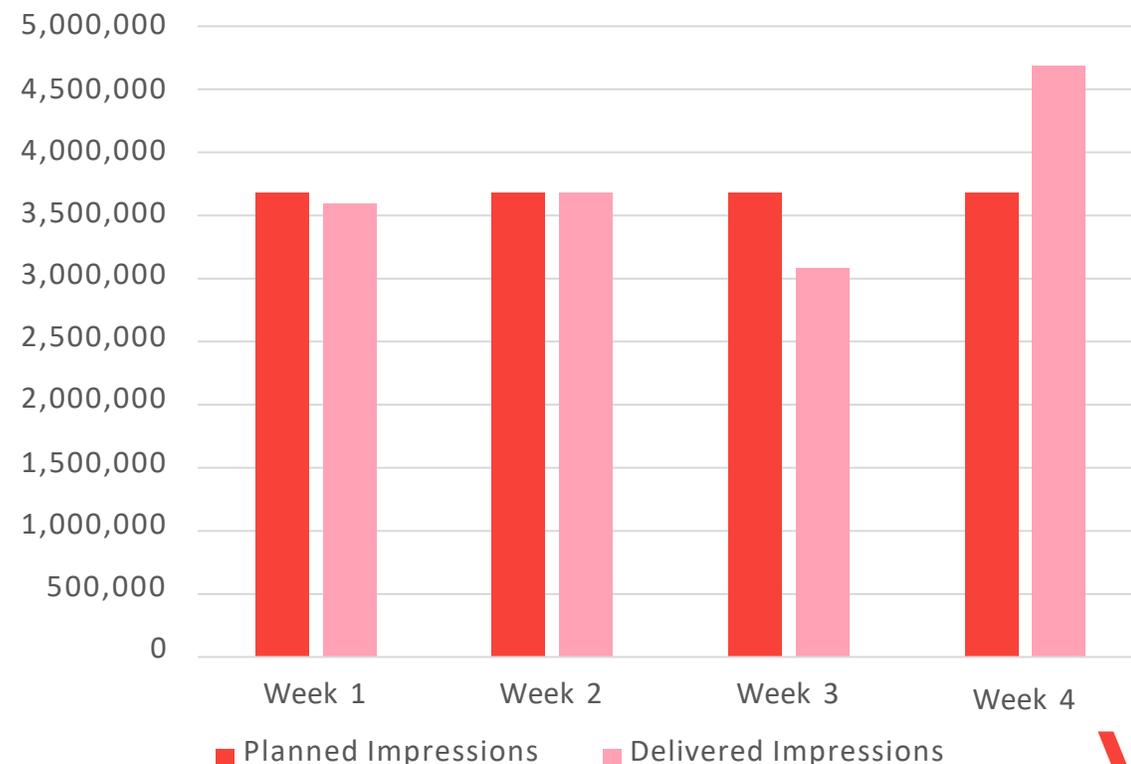
MEDIA PARTNERS

+ Dish & Sling: 1:1 Household Targeting

DELIVERY & PACING

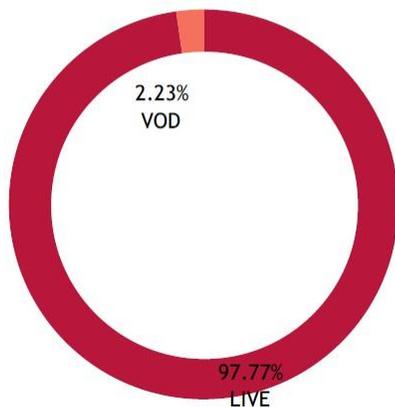
+ Campaign saw 2% over delivery in planned impressions, with Week 4 delivering the highest impressions (+27% above planned).
+ Overall campaign delivery was 15.05 million.

Delivery by Week

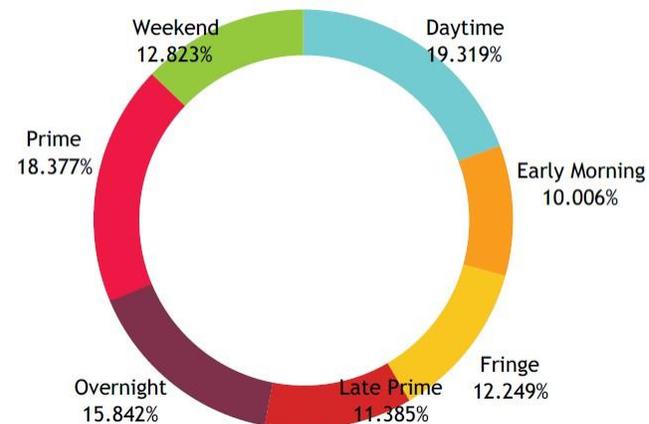


Addressable TV Delivered in Live TV, Heaviest in Daytime and Prime Dayparts

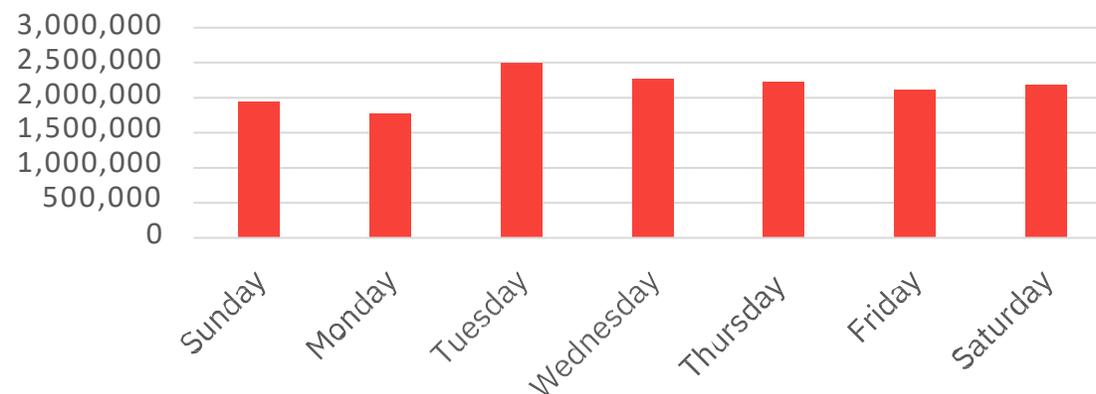
Live Linear / DVR & VOD Impressions



Impressions by Daypart



Impressions by Day of Week



Q4 2025 Creative Executions

Connected



Safety Runs Through Everything



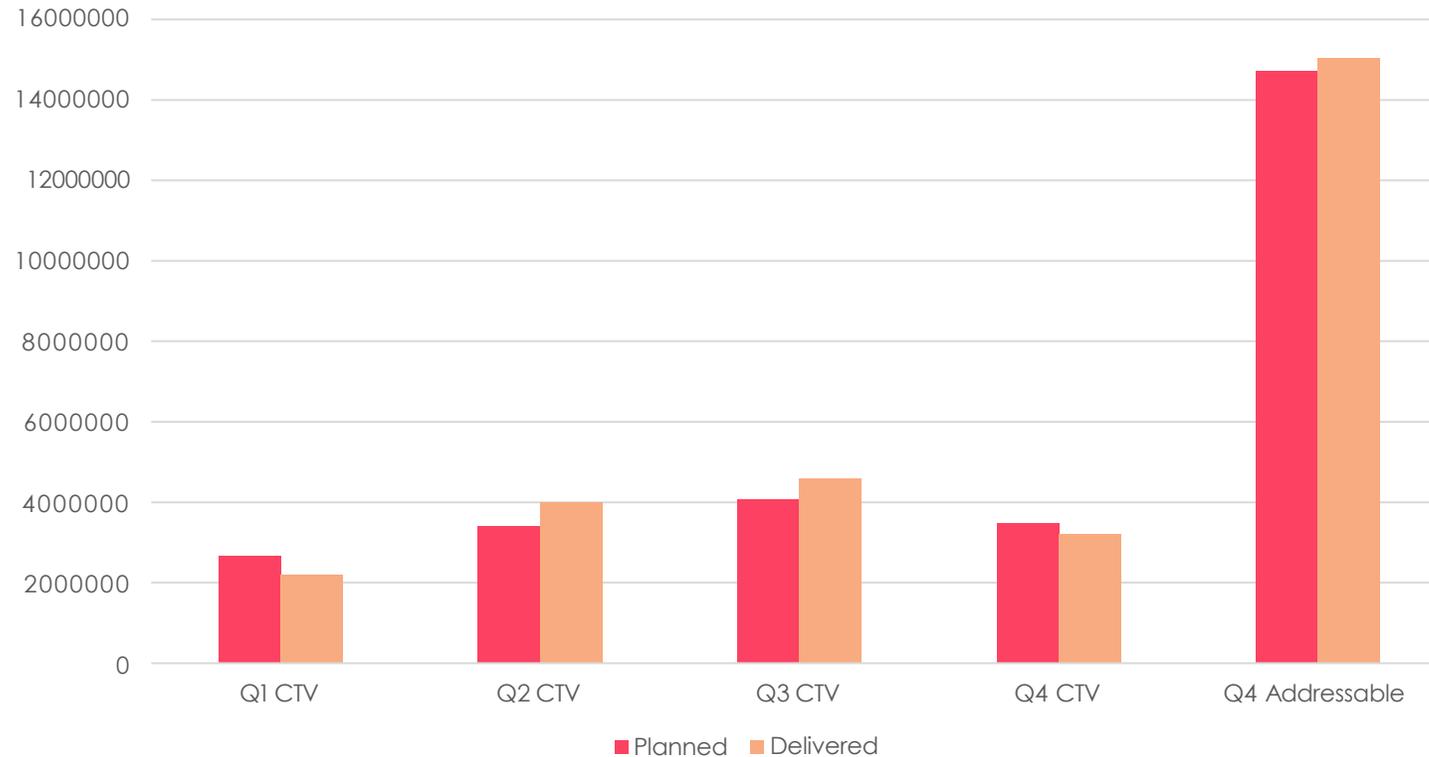
Community: Where We Live



2025 TV Over-Delivered Impression Goals by over 2%

Overall, the 2025 TV plan delivered just over 29 million impressions. Q4 saw highest delivery due to inclusion of Addressable TV flight. CTV saw challenges with delivery in Q1 and Q4 due to increasing CPMs and heavy competitive spend.

2025 TV Delivery by Quarter



2026 Media Overview



2026 Media Overview

- For 2026, we are pivoting to a Video Only plan to support both Brand and the Co-Op Advantage Research Survey program.
 - Allows us to have a second flight of high-impact addressable TV in April/May.
 - Focus will be more on brand awareness instead of on-site conversions.
 - Will include a brand study as added value.

	January				February				March				April				May				June							
	12/29	1/5	1/12	1/19	1/26	2/2	2/9	2/16	2/23	3/2	3/9	3/16	3/23	3/30	4/6	4/13	4/20	4/27	5/4	5/11	5/18	5/25	6/1	6/8	6/15	6/22		
Co-Op Advantage																												
Co-Op Advantage Programmatic CTV																												
Brand Video																												
Addressable TV																												
Programmatic Connected TV																												

	July				August				September				October				November				December							
	6/29	7/6	7/13	7/20	7/27	8/3	8/10	8/17	8/24	8/31	9/7	9/14	9/21	9/28	10/5	10/12	10/19	10/26	11/2	11/9	11/16	11/23	11/30	12/7	12/14	12/21		
Co-Op Advantage																												
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Media Hot Topics

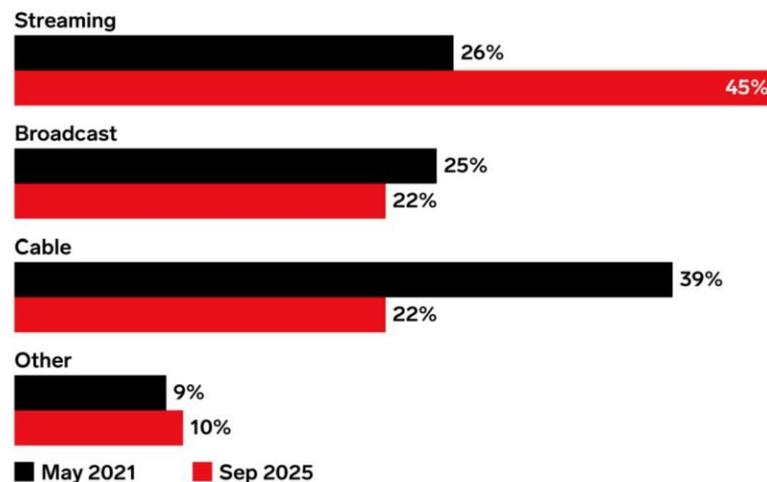


- Since 2021 digital video has continued to increase time spent compared to traditional TV services.
- It continues to widen the gap with 2025 with 45% of video being consumed through streaming platforms.
- CTV is expected to increase 8% in 2026.

Shift Towards CTV Consumption Continues

Share of Time Spent With TV in the US, by Category, May 2021 & Sep 2025

% of total

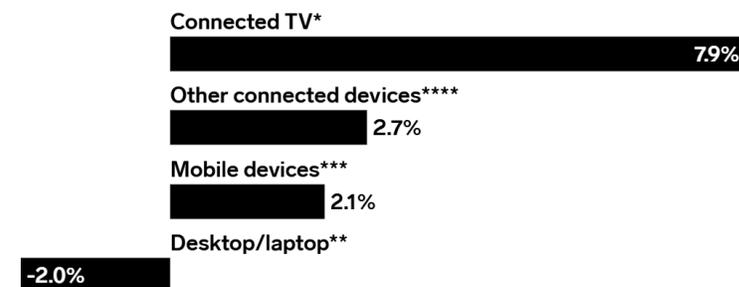


Note: ages 2+; numbers may not add up to 100% due to rounding
 Source: Gracenote, "State of play: Data is the key to solving the paradox of choice for streaming viewers," Nov 5, 2025

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Growth in Average Time Spent per Day with Digital Media US, 2026, % change



Source: EMARKETER Forecast, December 2025 (see below for notes and methodologies).

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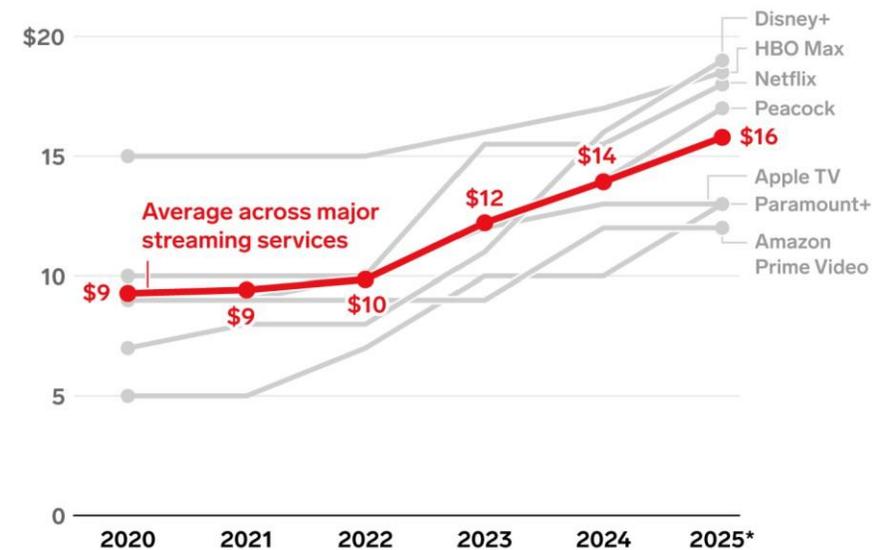
Streaming subscription cost push viewers toward ad-supported alternatives

Price hikes have become the norm among subscription streaming services

- Streaming subscription prices are rising, with many services moving toward \$20/month.
 - As prices increase, more viewers are expected to switch to ad-supported tiers, creating greater ad inventory.
- Increased ad supply is likely to reduce ad prices across platforms.
 - Linear TV generates 6x more ad impressions as CTV, which is expected to narrow.
- YouTube's share of TV screen viewing continues to grow and is expected to outpace Netflix in 2026.
 - In 2026, adults will spend 3 more minutes per day on YouTube than on Netflix

Viewers Are Paying More to Avoid Ads on Streaming Services

monthly cost of the cheapest US ad-free plans of major video streaming services, 2020-2025*



Note: reflects the lowest-cost, ad-free, standalone monthly plan for each service; costs are rounded to whole dollars; excludes bundles, promotions, and cost of adding members to an account after password-sharing policies went into effect; excludes ad-supported plans; *as of Oct 21, 2025

Source: company press releases and The Verge, Oct 21, 2025

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Ad Revenue by CTV Company

Revenue continues to increase amongst top players, with others still taking largest chunk of spend

Connected TV Ad Revenues, by Company

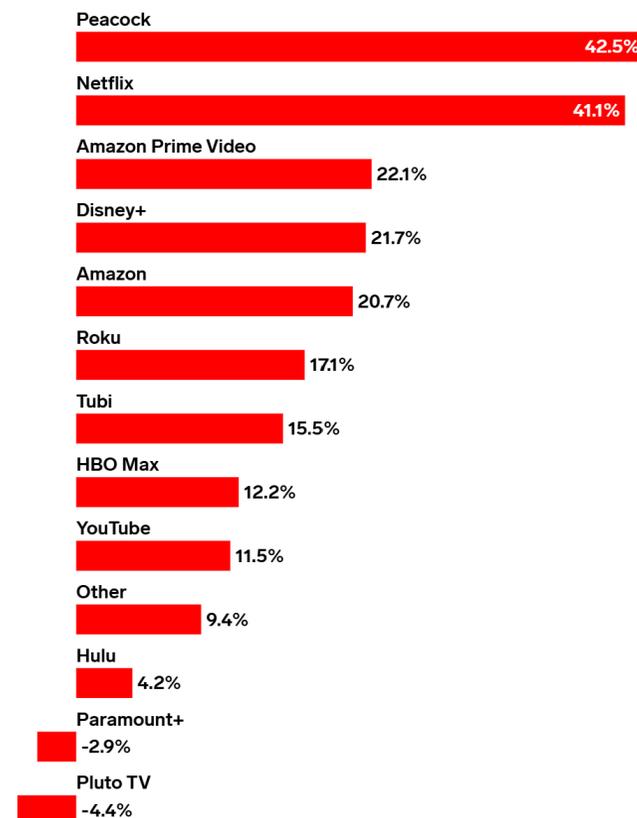
US, 2026, billions



Source: EMARKETER Forecast, December 2025 (see below for notes and methodologies).

Connected TV Ad Revenue Growth, by Company

US, 2026, % change



Source: EMARKETER Forecast, December 2025 (see below for notes and methodologies).



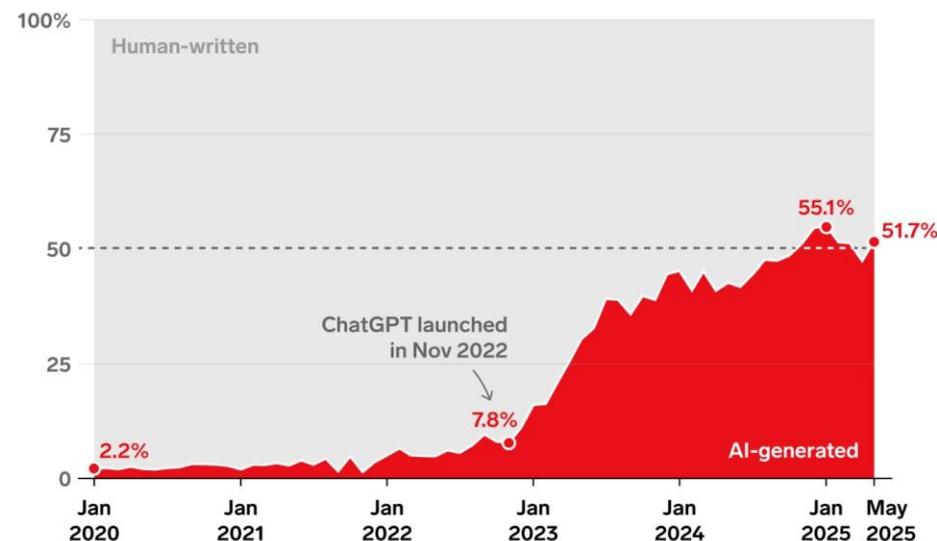
AI's content takeover will shake consumer trust in the internet

When people realize much of what they encounter is synthetically generated, or when they can't consciously tell the difference, skepticism will become the default reaction.

- AI-generated content is rapidly increasing, reducing consumer trust online.
- AI now produces about half of new online English articles, intensifying the trust gap.
- How this impacts advertisers:
 - As skepticism rises, brands that use authentic, human-influenced content will stand out.
 - Consumers unconsciously respond less to AI-generated ads—EEG studies show weaker memory activation.
 - AI tools can misfire with distorted or mismatched creative assets, risking brand perception.
 - While AI offers efficiency and novelty, advertisers must prioritize quality, relevance, and human touch to drive true engagement.

AI Accounts for Roughly Half of New English-Language Articles Published Online, Up From 8% at ChatGPT's Launch

AI-generated vs. human-written % of newly published English-language web articles worldwide, Jan 2020-May 2025



Note: based on an analysis of 65,000 randomly sampled articles published during the time frame; articles had at least 100 words and were sourced from Common Crawl; articles were classified as AI-generated if more than 50% of their content was detected as AI-generated
Source: Graphite, "More Articles Are Now Created by AI Than Humans," Oct 14, 2025

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Assembly Hot Topic POVs

Assembly can send over full POVs if any of interest



ChatGPT is Launching Paid Ads

- Paid advertising is rolling out in ChatGPT, with ads expected to begin serving in February 2026 for users on the Free and ChatGPT Go tiers in the U.S.
- What we expect:
 - Early capabilities will be limited
 - Will see impact on organic content visibility
 - Modest scale initially
 - Competition will intensify quickly



TikTok US Acquisition

- With new ownership in place TikTok's core algorithm remains unchanged, but early instability across the platform has caused noticeable disruption for users that has led them to explore alternative platforms for short form video consumption.
- Expect to see short-term fluctuations and turbulence in scale as performance normalizes



Brand Safety in Changing Media Landscape

- Traditional approaches like blanket pauses or universal blocklists no longer reflect the complexity of today's environment. Brand safety now demands a more dynamic, strategic lens.
- Some brands have historically avoided news environments out of fear of misalignment. New data shows consumers trust brands more when their ads appear near trusted news sources— especially in moments of relevance.



Thank You



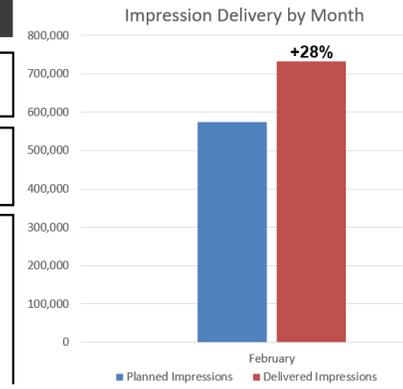
Media Buying with Touchstone Energy

Allows for greater efficiency to tag onto Touchstone Energy's established agency relationship with Assembly Media and reap these benefits:

- Access to a national agency for greater media opportunities and efficiencies
- Touchstone Energy representative to work with you on meeting coordination and billings
- Place media to coordinate with national buy for extended reach
- Reports tailored for your media placement

Co-op Media Buy Service

CAMPAIGN DETAILS	
FLIGHT & TIMING	+ January 27th – February 23 rd , 2025 (flight ends 3/30)
Delivery	+ Spend: \$8,623.55 (100% of planned) + Impressions: 732,013 + Completion Rate: 99%
DELIVERY & PACING	+ Buyers able to deliver highly efficient CPM for the month, resulting in 128% of planned impression delivery + Campaign delivered 100% of planned February budget + Awaiting finalized invoices for media and ad serving + Avg. frequency for February was 20.4x per household



Top Delivering Networks Overall

Network	Impressions
NBC	1,039,992
AMC	1,548
Paramount+	1,118
Discovery	1,353
ESPN	1,663
ESPN2	1,946
ESPN3	1,482
ESPN4	1,680
ESPN5	1,076
ESPN6	1,418
ESPN7	1,127
ESPN8	1,906
ESPN9	1,708





Touchstone Energy[®]
Cooperatives

National Advertising Strengthens Member Satisfaction

2025 Results

Measuring Ad Awareness and Satisfaction

Survey to test awareness and impact of the ad messages “Keeping You Connected to What Matters Most” and “We Not Only Work Here, We Live Here”

Determine

- Awareness of the ad messages

Gauge

- Association of national ad messages with the local cooperative

Measure

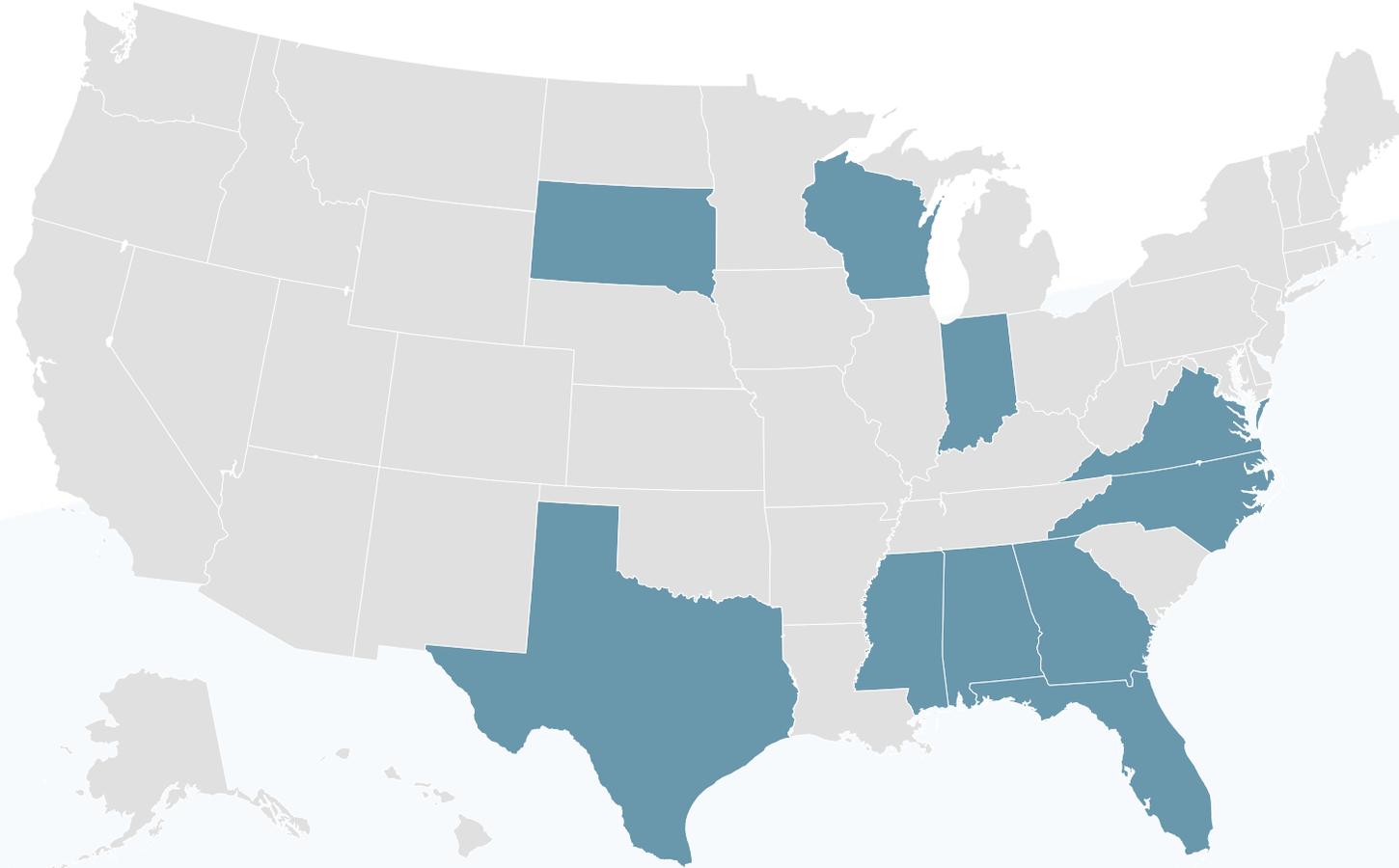
- Impact on satisfaction levels

Surveyed 3,703 member-owners in 10 states

- Blue Ridge Energy (NC)
- Brunswick EMC (NC)
- Central Alabama Electric Cooperative (AL)
- Central Electric (NC)
- Central Virginia Electric Cooperative (VA)
- CHELCO (FL)
- Coast Electric Power Association (MS)
- Coastal Electric Cooperative (GA)
- Four County EMC (NC)
- Grand Electric Cooperative (SD)
- Haywood EMC (NC)
- Hendricks Power Cooperative (IN)
- Jackson Electric Cooperative (WI)
- Jones-Onslow EMC (NC)
- Lumbee River EMC (NC)
- Medina Electric (TX)
- Pee Dee EMC (NC)
- Piedmont EMC (NC)
- Randolph EMC (NC)
- Singing River Electric Cooperative (MS)
- South River EMC (NC)
- Union Power Cooperative (NC)
- United Cooperative Services (TX)
- Wake EMC (NC)

Surveyed Cooperatives in November - December 2025

Q4 (2025)



Powered by Bing
© GeoNames, Microsoft, TomTom

Member-owners have high recall of ad messages

“Keeping You Connected to What Matters Most”
running for 11 months

37%



“We Not Only Work Here, We Live Here”
running for 22 months

40%



Both ad messages show a combined recall rate of 39%.

Co-op Members Associate Ads with Local Cooperative



61% of members recall the phrase **“Keeping You Connected to What Matters Most”** associated the ad with their local electric co-op.



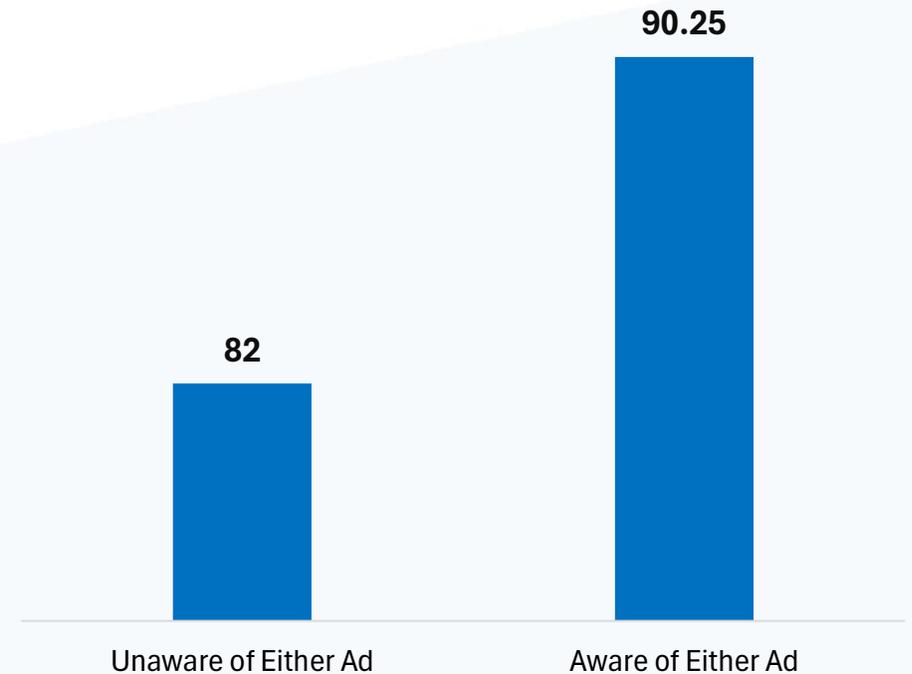
68% of members recall the phrase **“We Not Only Work Here, We Live Here”** and associated the ad with their local electric co-op.

Results show that, combined, the two messages generate a **65% rate of association with the local electric cooperative.**

Awareness of Ads Correlates to Higher Satisfaction

Member-owners that are aware of the ads gave their co-op **10.0 percent higher** satisfaction scores.

ACSI® Scores Comparison Q4-2025



National Advertising Strengthens Your Member Satisfaction

2021-2025 Results



Touchstone Energy[®]
Cooperatives

National ads resonate with member-owners across the network

17% of member-owners recall these ads.

69% associate them with their local cooperative.

5 years
12 surveys
79 cooperatives
50,939 member-owners



Connected



Powerful



We Never Stop



Safety Runs Through Everything



Community



Power On

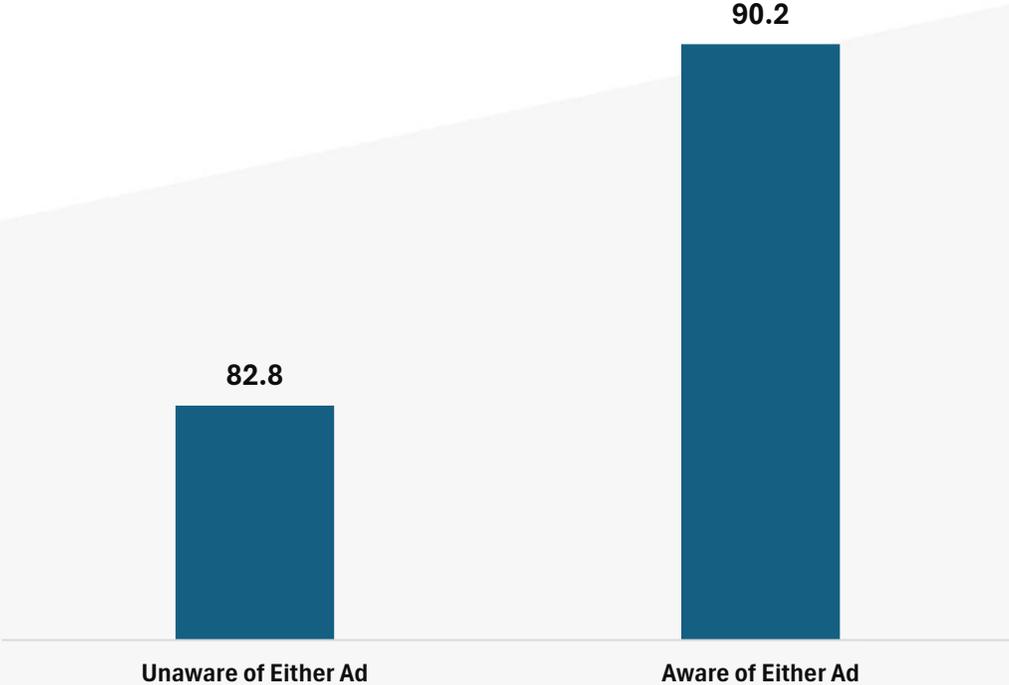


We've Got You

National Advertising Drives Up Satisfaction Levels

Member-owners aware of the ads gave their co-op almost **9.0% higher satisfaction scores** in surveys over a five-year period.

ACSI Scores Comparison (2021-2025)



2026 Cooperative Advantage Report

- **Free Participation for All Touchstone Energy® Members**

- **Free ACSI® Score**

Receive your co-op's individual ACSI score—on top of the credits included in your Touchstone Energy membership.

- **Stronger Benchmarking**

Compare your results to national peers and regional/national satisfaction trends to identify strengths and opportunities.

- **Increased Visibility During the Survey**

Participating co-ops receive **additional ad impressions** from our national ad buy—boosting brand recognition while members are actively evaluating their satisfaction.

- **Optional Local Insights Package** (*fee-based*)

- PowerPoint report with all survey responses
- Two Excel files with demographic & performance-based ACSI breakdowns
- Summary of verbatim member comments

- **Part of a Major National Study**

The 2025 survey was **one of the largest cooperative-exclusive satisfaction studies in the country**—your co-op can be part of this impactful research.

The Cooperative Advantage Report 2026

Cooperatives can already sign up for the 2026 Cooperative Advantage Report!

Deadline to register is March 15, 2026.

<https://www.cooperativeadvantage.coop/form/the-cooperative-advantage>

Contact Angelika Hoelger, angelika.hoelger@nreca.coop for more information



Creative

2025 Co-op Engagement



National advertising makes an impact and correlates to **10%** higher co-op satisfaction scores



Co-ops make national ads local with customization
Campaigns & Animations
39 co-ops/68 ads



Co-ops downloaded more than **3,500 ads**

Co-ops tune into
Touchstone Energy's
monthly podcast



1,486 downloads

Q1 2026 Creative Release

Animations

- Flood: Turn Around Don't Drown
- Solar Consideration

Various size formats for animations



Right of Way animation series

Overview:

Short educational animations (30–60 sec each) focused on safety at or near a member's home. Highlights shared safety responsibilities between electric cooperatives and member-owners

Animation 1 – Co-op In-Home Service Procedures

- Explains why crews may need access to areas near the electric meter or service equipment
- Reinforce safe, reliable service for member-owners

Animation 2 – Member-Owner Responsibilities

- Outlines steps members should take to stay safe
- Emphasizes clear meter access and reporting hazards near power lines

Launch: June 29

Harvest Ad Campaign – People First

Campaign Creative Direction

“People First,” focuses on the promise of stewardship and the benefits of the not-for-profit structure of every Touchstone Energy® Cooperative. We emphasize how co-ops always reinvest in their community by stating, “We’re not for profit. We’re for people.”

Location

United Cooperative Services (TX)

Video Production

April 26 – May 1

Assets

Video (:30 & :15), Social (2-:15), Radio (:30), Print (3)

Benefits of customizing national ads

Power of Customization

- High-quality Touchstone Energy video ads achieve completion rates of 77%-99%, surpassing the industry average of 60%.
- Customization strengthens loyalty and trust among member-owners.
- Ads can be shared across various platforms, enhancing community engagement.



Customized Co-op Campaigns

- Fully customized campaign costs \$1350, includes five assets: one 30-second video, one 15-second video, two social ads, and one 30-second radio ad. Plus a selection of print ads.
- Campaign designed for omni-channel marketing, enhancing reach and effectiveness.
- Amortized cost is \$90 per customized digital asset per year over three years.



[Campaign Customization Packages](#)
[Animation tagging & creative service options](#)

SHiNE

2026

2026 Goals

SHiNE Sites

Transition 50% of sites to SHiNE

\$300k Design & Build revenue

528 Live SHiNE sites

Increase secondary sites (20+) (Board Portals, Fiber, Intranet, Magazine, Youth Tours, etc.)

Content Support

Generate \$132,000 in revenue

Acquire six new subscribers.

Maintain consistent monthly baseline of 15 active subscribers

SHiNE: Program Enhancements

Available now:

- SHiNE CMS – Prebuilt Templates for popular topics (Energy Efficiency Center).
- SHiNE Themes – Template #4 created for Fiber, develop a Magazine solution next.

Coming EOY:

- Co-op Web Builder – Update codebases of all sites to remain secure; 6-month effort.
- SHiNE CMS – Page Layout Creator improvements to UI and QOL.
- SHiNE Plugin – Develop a solution for automatic prebuilt page template installs.
- SHiNE Plugin – Develop a solution for Texas Co-op Power Magazine content, local stories.
- SHiNE Security – PCI compliance for SHiNE CMS (requires dedicated staff resources).
- SHiNE Website – Create more Case Studies, create new page “Custom Co-op Plugins”.



MAKE YOUR CO-OP SHINE ONLINE

Co-op Project Timeline

Small projects

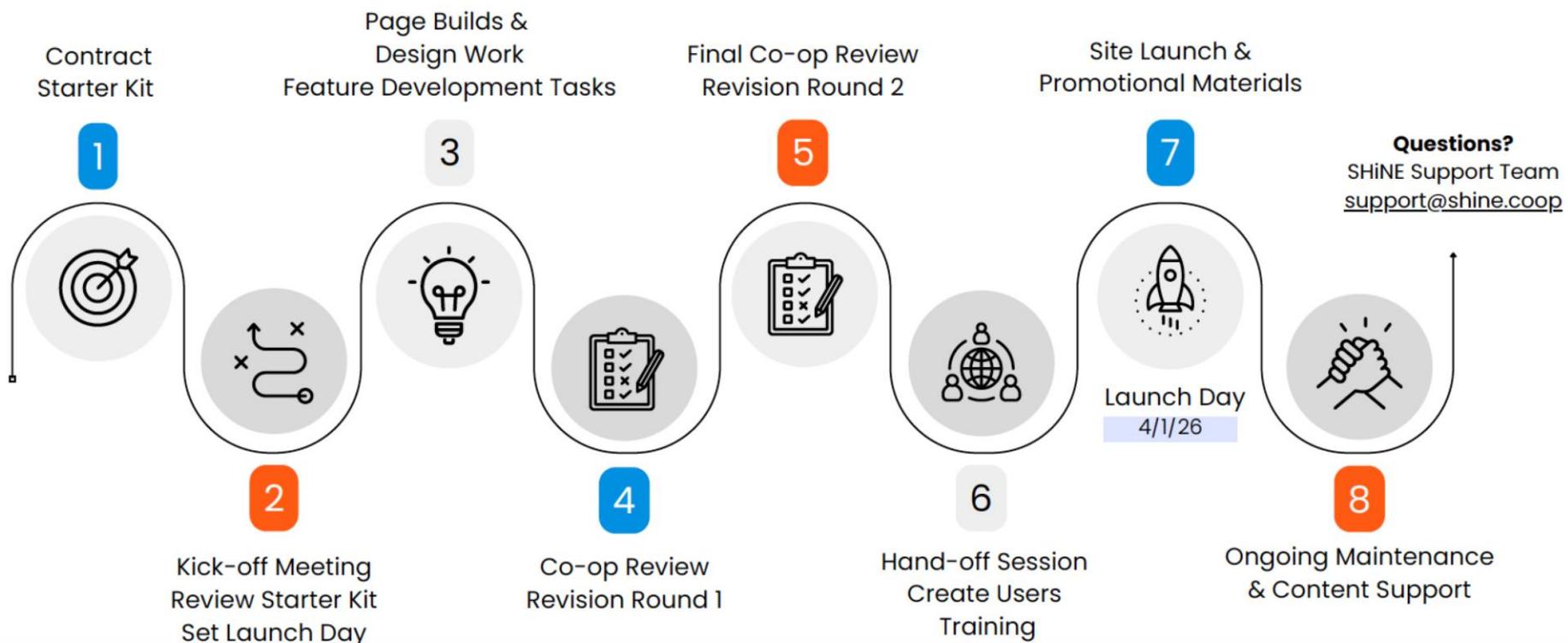
1-3 months

1- 50 pages

Larger projects

3-6 months

50+ pages, custom development



SHiNE: Review Phases

Citizens Electric - Review Tracking

File Edit View Insert Format Data Tools Gemini Extensions Help

100% 123 Default... 10

Share

Summarize this data

Current URL	Development URL	Developer	Development Status	SHiNE Team Notes	Review Status - Round 1	Requested Edits
https://cecmo.com/	https://dev-cwb-cecmo-shine.pantheonsite.io/	SHiNE	Blocked	need to discuss on hero banner slider on home page, menu is offset vertically	Edits Requested	1. Change home Map, Rebates), s Rebates & Progr link to Outage M Facebook Posts grey transparent homepage "Outa green border fro Putting Our Ener size, change tex Magazine to Enc https://dev-cwb-link https://www.cec 11. I have a vide world to see, we video? KELLI TO
https://cecmo.com/2024-key-statistics	https://dev-cwb-cecmo-shine.pantheonsite.io/2024-key-statistics	SHiNE	Ready For Review		Edits Requested	Can we get this KELLI TO SEND
https://cecmo.com/about-touchstone-energy-cooperat	https://dev-cwb-cecmo-shine.pantheonsite.io/about-touchstone-energ-y-cooperatives	SHiNE	Ready For Review		Edits Requested	Remove page.
https://cecmo.com/annual-reports	https://dev-cwb-cecmo-shine.pantheonsite.io/annual-reports	SHiNE	Ready For Review		Edits Requested	Change media b DEFINE IMAGE.
https://cecmo.com/apply-service	https://dev-cwb-cecmo-shine.pantheonsite.io/apply-service	SHiNE	Ready For Review		Edits Requested	Change banner i
https://cecmo.com/board-directors	https://dev-cwb-cecmo-shine.pantheonsite.io/board-directors	SHiNE	Ready For Review		Edits Requested	Change layout o Change banner i map here identif
https://cecmo.com/board-highlights	https://dev-cwb-cecmo-shine.pantheonsite.io/board-highlights	SHiNE	Ready For Review		Edits Requested	Remove image e

New Page Template



Smart Energy. Better Savings.

Maximize your home's performance with our Energy Efficiency Center. Access expert insights, exclusive member rebates, and advanced energy-tracking tools to lower your bills and reduce your environmental footprint. Your more efficient future starts here.



Resource Library

Explore our library of downloadable resources for in-depth information on a variety of energy-saving strategies. These PDFs offer practical guidance and cover a range of approaches, suitable for different skill levels and budgets, empowering you to make informed decisions about your energy use and savings.



View Brochure



View Brochure

Do It Yourself

Explore more detailed projects for upgrading the energy efficiency of your home. Whether a DIY'er or working with a contractor, these documents help provide detailed guidance.

Attic	+
Basement	+
Energy Efficiency	+
Living Space	+
Residential Energy	+
Systems	+

<https://template1.shine.coop/energy-efficiency-center>

Other Available Page Templates

Inspire a Love of Reading

Enroll your child in Dolly Parton's Imagination Library and get a FREE BOOK every month until their 5th birthday.

REGISTER Your Child Today!

Cooperative Principles

Electric cooperatives follow global principles from the 1844 Rochdale model, putting members' needs before profits.

Touchstone Energy Cooperative

Nurturing Through Reading

Capital Credits: A Member Advantage

Capital Credits

Capital Credits are a valuable and unique benefit of being a member-owner of a co-op. As a not-for-profit organization, your co-op operates at cost. Any revenue collected beyond the expenses required to run the cooperative represents the 'margins.' These margins aren't profit in the traditional sense; instead, they belong to you, our members, who collectively own the cooperative.

Each year, these margins are allocated to members as capital credits based on their electricity purchases during that period. This allocation reflects your ownership stake. Over time, as your co-op's financial condition allows, the Board of Directors approves the 'retirement' or payout of these allocated credits back to the members. Throughout our history, we have proudly returned millions of dollars in capital credits to those who have helped build and

Search for Pending Credits

5 Search:

entries per page

First Name	Last Name	Zip Code	Amount
Mary	Smith	77494	\$15.67
Patricia	Johnson	8701	\$99.00
Jennifer	Williams	77449	\$2.35
Linda	Brown	78660	\$543.89
Elizabeth	Jones	77433	\$0.75

Showing 1 to 5 of 16 entries < < 1 2 ... > >

The Energy Explorers' Club

Welcome, Future Energy Explorers!

Get ready to embark on an electrifying journey to discover the amazing world of energy. This is your mission control for all things electric, where you'll find exciting ways to learn about staying safe around power and becoming a champion of energy efficiency. Let's get exploring!

Content Support

Modernizing Analytics & Reporting

- We are completely refreshing the look and feel of our Analytics Reports. This update isn't just cosmetic; it includes enhanced functionality to provide deeper, more actionable insights into content performance.
- **February Pilot Launch:** A select pilot group will begin testing the new reporting interface in February. Their feedback will be used to fine-tune the experience before we migrate all remaining reports to the new format shortly thereafter.

Strategic Website Redesign Support

- **Collaborative Website Overhauls:** We've seen an increase in co-ops leveraging the Content Support team for large-scale website redesign projects. This shift allows us to move beyond basic maintenance into more strategic, high-impact digital transformations.
- **Comprehensive Quality Audits:** By involving Content Support early in the redesign process, co-ops benefit from a more thorough review of their existing architecture. We focus on enhancing SEO, improving readability, and ensuring all messaging aligns with the latest brand standards.
- **Bridging Content and Development:** Our team is now acting as a direct liaison for developers on major projects. We assist by creating new, optimized content from scratch and refining existing assets to ensure a seamless "go-live" experience.

Committee Focus & Terms

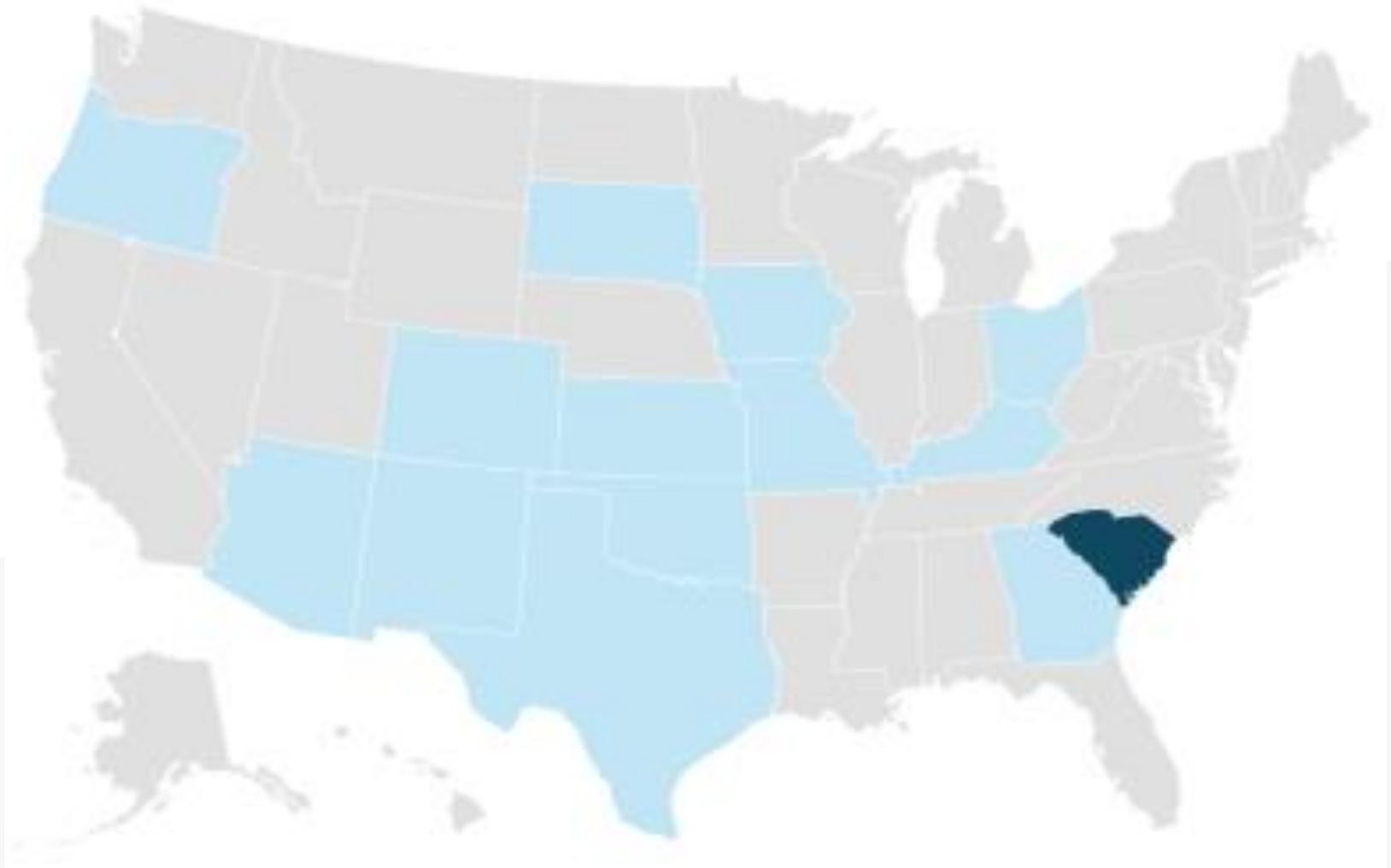
Brand Strategy Committee

- Provides oversight and direction of all external communication efforts in support of Touchstone Energy member cooperatives including:
 - Creative implementation
 - Market analysis
 - Message development
 - National advertising planning/placement
 - Promotional and public relations activities
 - Strategic partnerships and alliances
- Recommends guidelines for local communications spending commitment.
- Encourages consistent local application of the brand communication strategy and assists on the SHiNE web program.

Brand Strategy Committee Terms

Name	Company	Position	Start Date	End Date	Term Number	State	Co-op Type
Sarah Farlee	FreeState Electric Cooperative	Chairperson	2023-06-29	2026-06-29	1	Kansas	Distro
Anitra Denya Ellison	GreyStone Power Corporation	Member	2021-07-23	2024-07-23	1	Georgia	Distro
Anne Gardiner	Butler County REC	Member	2025-11-04	2028-11-04	1	Iowa	Distro
Caralyne Pennington	Farmers RECC	Member	2024-10-30	2027-10-30	1	Kentucky	Distro
Erica Fitzhugh	Southeastern Electric	Member	2025-06-06	2028-06-06	1	South Dakota	Distro
Jacquelyn Muennink	Medina Electric Cooperative	Member	2025-07-31	2028-07-31	1	Texas	Distro
Jennifer Cummings	Horry Electric Cooperative, Inc.	Member	2024-03-03	2027-03-03	1	South Carolina	Distro
Jillianne Tebow	Central Rural Electric Cooperative	Member	2022-11-15	2025-11-30	2	Oklahoma	Distro
Kambria Sue Mohn	Associated Electric Co-op, Inc.	Member	2021-03-15	2027-03-15	2	Missouri	G&T
Katrina Goggins	Mid-Carolina Electric	Member	2025-06-06	2028-06-06	1	South Carolina	Distro
Leslie R. Guisinger	Hancock-Wood Electric Co-op, Inc.	Member	2022-03-04	2025-03-04	2	Ohio	Distro
Megan Litwicki	Trico Electric Cooperative	Member	2022-11-15	2025-11-30	2	Arizona	Distro
Melissa Swinehart	Tri-State G&T Assn., Inc.	Member	2022-07-26	2025-07-31	2	Colorado	G&T
Weston Putman	Umatilla Electric Cooperative	Member	2023-03-05	2026-03-05	1	Oregon	Distro
William Yarborough	Continental Divide Electric	Member	2025-06-06	2028-06-06	1	New Mexico	Distro

Committee
members
represent 14
states



Committee Member Recruitment

If you know someone who might be a good fit for the Brand Strategy Committee and is interested in actively contributing to ongoing research efforts, please encourage them to submit an application.

[Advisory Committee Application](#)

Governed and Guided by our Members

Touchstone Energy® Cooperatives is governed by a [board of directors](#) that makes policy decisions.

Cooperative employees across each region of Touchstone Energy serve on four [advisory committees](#) to provide guidance and program insight.

[Regional Members](#), formed of co-op employees from statewide associations and G&Ts, help communicate and implement programs and initiatives to their member cooperatives.

For information on the roles and responsibilities of the Board, Regional Members and Advisory Committees, [download this guide](#).

TOUCHSTONE ENERGY COOPERATIVES ADVISORY COMMITTEE APPLICATION

APPLY TODAY!

Co-op Round Table

Program Engagement

New Business

Meetings

Brand Strategy Committee Meetings

JAM
July 21 & 22
Chicago IL

Power XChange

March 10-12
Nashville, TN

Connect
May 13-15
San Diego