

Brand Strategy Advisory Committee Update
March 2026



Touchstone Energy[®]
Cooperatives

2025 Accomplishments

Advertising

- Delivered more than 106 million ad impressions in co-op zip codes. CTV retargeting achieved high ad completion rates of 98-99%.
- 2025 Ad awareness survey results 39% ad awareness, 65% association with local co-op and those aware gave co-op on average 10% higher satisfaction scores.
- Created two animations around topics of road safety during a flood and considerations when purchasing solar.
- Released the “Cooperative Advantage” ad campaign Nov 19 with 7 co-ops ordering complete customizations.

SHiNE

Site development

- Launched a total of 108 co-op sites, 92 of the sites being created with SHiNE (CMS + Design & Build).
- New partnership with Digital Polygon enabled our team to triple project workload.
- Plugins created for Broadband Labels, Statewide Select My Co-op, Image Map Pin Generator, Help Center
- Generated over \$250,000 in additional program revenue from SHiNE Design & Build projects.

Content Support

- Content support was included in seven site builds.
- Managed 28 content support subscriptions throughout the year.
- Created topic focused templates for SHiNE (e.g. energy efficiency, cooperative principles, capital credits and kids energy content)

2026 Priorities

Creative

- Produce “Right of Way” animation education series
- Film ad campaign in April at United Cooperative Services (TX) with Harvest
- Continued efforts around ad customization options

SHiNE

Site development

- Achieve revenue goal of \$300k for Design & Build and \$132K for Content Support
- 528 Live SHiNE sites
- Increase secondary sites (20+) (Board Portals, Fiber, Intranet, Magazine, Youth Tours, etc.)
- Continued program enhancements

Content Support

- Generate \$132,000 in revenue
- Acquire six new subscribers.
- Maintain consistent monthly baseline of 15 active subscribers
- Create prebuilt page templates for popular topics

Business Development Advisory Committee

March 2026



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2025 Accomplishments

- **NEXT Conference**
 - 460 attendees
 - Strong attendee feedback
 - New EM guests as we grow the business member attendee base
- **October's Business Member Summit in Atlanta**
 - 14 business guests/speakers
 - 40 attendees
- **20 committee members from diverse organization types and states**
- **Launched Connections Marketplace on Connections.coop**
- **Hosted Several Large Load Conversations in Front of our Co-ops and Business Members**
- **Presence at NREDA Annual Conference**

2026 Priorities

- **NEXT Conference**

- 440 attendees
- Very positive reviews on the general session speakers
- First time EM attendees like Target and Norfolk Southern
- Strong sponsor feedback

- **Business Member Spotlights**

- 2-3 podcast guests from the EM Community
- One webinar around serving C&I
- Increased communication to the community

- **Key Accounts Culture Training Revamp**

- **C&ED Content Creation**

- **Co-op Connections Revamp and Retaking Hosting**

- **Continued collaboration with the CKAE program and NRECA ETE team for more Professional Development opportunities**

- **Continuing to be a Platform for the Large Load Conversation**

Cooperative Performance & Research Committee
March 2026



Touchstone Energy[®]
Cooperatives

2025 Accomplishments

- Released 2025 Cooperative Advantage Report, incl. almost 11,500 member-owners from 54 member co-ops in 26 states, receiving an aggregate ACSI® score of 86
- 347 ACSI® scores for energy utility services across 208 member co-ops in 37 states
- Release of 4 online focus group reports (Electricity Demand and Billing; Outage Communications; Home Energy Efficiency; Social and New Media)
- Held 4 Questline Digital webinars (Using AI in Predictive Maintenance; Energy Efficiency for Commercial Customers; The Download on Data Center Energy Savings; The Four-Season Solution: Heat Pumps)
- Release of sponsored SECC study “Building Awareness and Trust with Gen Z” and “Understanding the Influence of Geography on Consumer Values”
- Provision of 26 Questline content items embeddable in members’ communications

2026 Priorities

- Release of 2026 Cooperative Advantage Report
- Completion of 4 installments of Member Perspectives (qualitative research series) addressing topics, such as broadband, Gen Z, community engagement, and more
- Release of 3 new resources on “Air Source Heat Pumps,” “Geothermal,” and “Beneficial Electrification”
- Hold 4 Questline Digital webinars on “Energy Saving Opportunities for Schools,” “Electrical Safety in the Workplace,” “Hidden Energy Costs,” and “A Battery of Choices: Energy Storage”
- Sponsorship of 2026 SECC Study

Member Engagement Advisory Committee Update
March 2026



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2025 YTD Accomplishments

- LED Lucy and Solar Sam Mascots made 45 trips around the country.
- Touchstone Energy Social supports 132 co-op profiles with social media engagement, reaching 352,000 unique users.
- Service Excellence hosts over 1,500 participants in 65 sessions and surpasses goal of \$50k net revenue
- Hot Air, Cold Air & Remote Balloon Program successfully transfers under TSE management. Flew 33 days in 29 communities to increase member engagement at special events.
- Sent 300 Non-Member Distributions with Membership Invitations
- 209 co-ops onboarded to Pre-Paid Credit Card Program
- Over \$480k in completed items in program engagement board

2026 Priorities

- Increase program usage of key programming:
 - Balloon Program
 - Pre-Paid Credit Card Program
 - Service Excellence
 - LinkedIn Learning
- Leverage Co-op Champions program to build connection and action at local level
- New Member, Employee Outreach:
 - New CEOs
 - New Communicators & Member Services
- Member Value Reports: explore additional ways to communicate throughout the year
- Non-Member Recruitment strategy throughout the year and at national, in-person events:
 - CEO Close Up, Directors, Connect, Regional Meetings
 - Cooperative Service Providers & Affiliates: NEXT Conference, JAM Event