



# 2019 Elections Communication Plan

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DRAFT

# Objectives

Inform members of upcoming election

Continue education regarding single-member district voting system

Promote 2019 Annual Meeting, along with highlighting voting, registration and door prize dates and deadlines

Encourage member participation and highlight convenient ways to vote

Promote and reinforce the “cooperative difference”



# Single-Member District Voting System

Communication will reaffirm voting system implemented in 2017 election

Content will comprehensively address how system works, highlighting differences from previous (at-large) voting system

Highlight districts in 2019 election and respective candidates

Provide instructions and tools for members to check voting eligibility



# Voting & Incentives

Promote convenient ways members will be able to vote: by mail, online, in person at Annual Meeting, online via SmartHub, or in a district office

Early voting incentives will apply to members voting in eligible districts

Door prizes and giveaways for 2019 Annual Meeting attendees

Incentive for Power of Change sign-ups at 2019 Annual Meeting



# Communications Platforms

## Website

- Election information
- Voting instructions
- PEC corporate statistics
- PEC News

Press releases

*Texas Co-op Power*

Billing-related

Print advertising

Social media

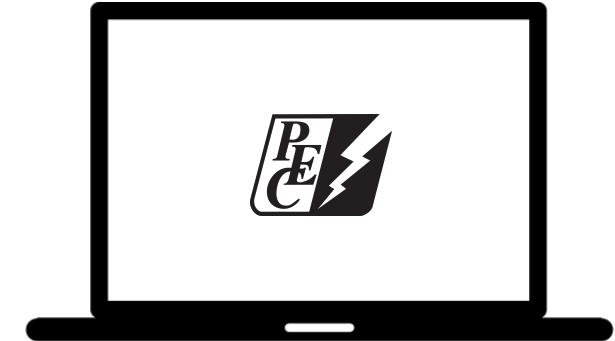
SmartHub

Office flyers

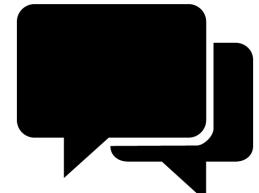
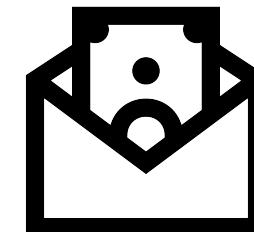
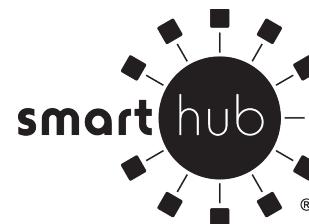
Digital advertising

Member agent talking points/packet

*All content will be shared internally prior to external release.*



TEXAS CO-OP POWER



# Phase One

## Nomination Petition

### January - March 2019

#### January 7

- Teaser that Election HQ and nominations are coming

#### January 14

- Launch “Election HQ” webpage
- Post 2019 election overview to PEC News

#### January 15

- Nomination applications on website
  - Press release
  - Social media



# Phase One

## Nomination Petition

### January - March 2019

#### February 1

- *Texas Co-op Power* released to members
  - Election overview
  - Call for nominations
- Bill insert/message

#### February & March

- Social media promotion
  - Call for nominations (targeted)
  - Promote the cooperative difference
    - Single-member district education
- Print advertisements
  - Call for nominations (targeted)

All content will point back to website, which acts as “hub” for all election-related content.



# Phase Two

## Candidates + Forum

March – April 2019

### March 26

- Remove nomination applications from website
- Announce deadline for applications two weeks prior (3/12)

### April 8

- Candidate photographs

### April 11-17

- Candidate videos and make-up opportunity

### April 18

- Candidate forum at HQ
  - Promote through all platforms



# Phase Three

## Voting + Annual Meeting

May – June 2019

**May 24**

- Voting begins (ballots mailed and online)
  - Promote on all channels (website, social media and print advertising)
  - Annual Meeting invitation mailed to non-voting districts
  - Email corporate statistics to voting membership

**June 1**

- Targeted dust covers for *Texas Co-op Power* to voting districts
- Will include updated PEC corporate statistics information
- Promote 2019 Annual Meeting



# Phase Three

## Voting + Annual Meeting

May – June 2019

### June 14

- Online voting and mail-in ballot deadline

### June 22

- In-person voting at 2019 Annual Meeting
- Election results announced
- Update pec. coop



# Phase Four

## Election Results

June – August 2019

### June - August

- Inform members of election results
  - Update website
  - Press release
  - PEC News
  - Social media
  - *Texas Co-op Power*





pec.coop