



2021 Elections Communication Plan

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Objectives

Inform members of upcoming election

Promote 2021 election, along with highlighting voting, registration, and deadlines

Encourage member participation and highlight convenient ways to vote

Promote and reinforce the “cooperative difference”



Single-Member District Voting System

Highlight districts in 2021 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, QR code scanner on ballot, or on an iPad in a district office (pending COVID protocols and ordinances)

Early voting incentives will apply to members voting in eligible districts



Communications Platforms

Website

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

Press releases

Texas Co-op Power

Print advertising

Social media

Billing-related

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 2021

January

- Teaser that Election HQ and nominations are coming
- Launch “Election HQ” webpage
- Post 2021 election overview to PEC news
- Nomination applications on website
 - Press release
 - Social media

Phase One

Nomination Petition

January - March 2021

February 1

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

February & March

- Social media promotion
 - Call for nominations (targeted)
 - Promote the cooperative difference
- Print and digital advertisements
 - Call for nominations (targeted)

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



Phase Two

Candidates

March – April 2021

March

- Remove nomination applications from website
- Announce deadline for applications two weeks prior through digital platforms

April

- Candidate photographs
- Candidate videos and make-up opportunity



Phase Three

Voting

May – June 2021

May

- Voting begins (ballots mailed and online)
 - Promote on all channels (website and targeted social media and print/digital advertising)
 - Annual meeting notice 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



Phase Four

Election Results +
Annual Meeting
June – August 2021

June

- Election results released
- Update pec.coop

June 18

- Annual meeting
- Election results announced
- Welcome new directors

June - August

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





pec.coop