



2019 Elections Communication Plan

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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