



POWERING ON.
ANNUAL REPORT 2021



Touchstone Energy[®]
Cooperative



BEST IN CLASS MODEL



Empowering Touchstone Energy® cooperatives to continue to be the gold standard of excellence in the electric cooperative industry.



FINANCIALS

Touchstone Energy® Cooperative is committed to bringing you true value for your investment by reinvesting your dollars wisely. In 2021, we reinvested \$9.5 million in our dedicated programs and resources to help you enhance your relationship with your member-owners and in pursuit of your Best in Class achievement.

We closed the year with 692 member organizations. Using the categories in our Best in Class model, below highlights just a few programs delivered to those members in 2021. For complete details, please contact us at tseinfo@nreca.coop.



COOPERATIVE CULTURE: INTEGRITY

- 338,932 LinkedIn Learning videos and 16,113 hours viewed.
- The NEXT Conference Virtual Experience hosted over 450 registrants, including nearly 50 national energy managers, with more than 45 speakers sharing best practices during 15 sessions to drive key account and utility-scale solutions.
- Rebooted the Brand Ambassador program to include updated charter and identification of 658 ambassadors.
- Launched the Admire & Acquire Library, a searchable database highlighting 40+ proven member engagement programs.
- Distributed Member Engagement Reports to every full member to show current use of Touchstone Energy resources and recommendations to increase value.
- Held 17 [virtual] Road Trips to keep conversations and ideas flowing among communication and HR professionals.
- Piloted next phase of cooperative engagement—in-person Member Engagement Mixers.
- Featured hot air balloon in 33 community events.
- Had personal conversations with 357 members, and hosted 294 members during virtual discussions and events.
- Developed year-long onboarding process for new members.



COOPERATIVE PERFORMANCE: ACCOUNTABILITY

- 60 co-ops in 16 states had more than 14,300 members participating in the National Survey on the Cooperative Difference, gaining insight into members' opinions about sustainability, electric vehicles, solar programs, and smart home devices. The 2021 Survey also showed the important role that co-ops play as go-to resources for independent, objective, and reliable information.
- Members of six co-ops in six states participated in two Front Porch Forum marketing research online communities. The two qualitative research studies focused on "Electric Vehicles & Charging Stations" and "The Connected Home – Smart Technologies."
- 346 American Customer Satisfaction Index (ACSI®) scores generated across 213 distribution co-ops in 34 states.
- Touchstone Energy cooperatives averaged an ACSI score of 85.





COMMUNITY ENGAGEMENT: COMMITMENT TO COMMUNITY

- 480 co-ops participating in the Co-op Connections® program.
- Co-op Connections prescription savings helped co-op member-owners save nearly \$1 million in 2021, bringing the total Rx savings to \$113 million over the program's lifetime.
- 17,200 new Co-op Connections App users.
- Launched Reenergize Co-op Connections playbook to help co-ops revitalize local programs.
- Popular Small Business Comeback Campaign featured locally owned businesses across the nation.
- Worked with Dolly Parton's Imagination Library® (DPIL) to develop program playbook and creative materials for Touchstone Energy member co-ops.
- To thank co-ops for their membership in Touchstone Energy, the national team gifted every member system with a set of 16 DPIL books for use in their young adult member engagement activities.



DIGITAL ENGAGEMENT: INNOVATION

- 226 million total impressions from national media buy.
- 2.8 million social media impressions.
- Created a #WhoPowersYou local playbook.
- Released new ad campaigns: "We Never Stop" and "Value of Electricity."
- Released social animations on heat pumps, safety and the Touchstone Energy co-op core values.
- Developed a brand tracker form.
- Completed the Brand Style Guide refresh.
- Conducted two ACSI Ad Awareness & Satisfaction Surveys.
- Designed Energy Solutions fact sheets in Spanish.
- Piloted an Electric Vehicle Car Club program.
- Launched 128 new Co-op Web Builder (CWB) sites.
- 360 CWB Town Hall participants.
- Migrated 500 CWB sites to a new container-based infrastructure.
- Received a 99% positive feedback rating on CWB service.



WHAT'S NEXT?

- Measuring the impact of national advertising as helping to promote the value of electric co-ops being trusted sources of information; connecting the emotional pull of ad messaging to the Touchstone Energy brand, and; uniting those values to the local electric co-op.
- Conducting 2022 spring and fall ad recall research.
- State of the Membership Report.
- Year-end Engagement and Member Value Report for each member.
- All CWB sites active on enterprise security platform.
- New easy-to-use CWB editing tools and plug-and-play themes.
- New advertising assets.
- EV Car Club playbook.
- Quarterly Ad Awareness surveys.
- More research to drive member satisfaction and engagement.
- 2022 in-person NEXT Conference.
- 2022 Community Service Project through United Way of Greater Nashville.

To view a brief description of our current resources, please visit **BestinClass.TouchstoneEnergy.com**

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