

ANNUAL REPORT 2024

WELCOME

We are excited to share some of many accomplishments we made in 2024 in helping our cooperatives develop strong and engaged relationships with their member-owners.

These benefits and services have been categorized and designed to support all our cooperatives and they build: Connections, Community and Commitment. We are proud to serve our Touchstone Energy Cooperative Family. Thank you for your membership and your dedication to serving your community with excellence.

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CREATING **CONNECTIONS**

- National media buy delivered more than 125 million impressions, advancing awareness of your Touchstone Energy Cooperatives.
- Fourth year of ad awareness research continued to highlight an increase in member-owner satisfaction of 8.7 percentage points among viewers who recall the ad messages.
- Released the “Connected” advertising campaign that includes video, social, print and radio that can be locally branded to your cooperative.
- Released animations on Wildfire Risk & Mitigation, Explaining Your Electric Bill, and two series on Broadband and Hurricane Power Restoration for co-ops to use in social media.
- 43 co-ops customized 105 Touchstone Energy ads and 6 co-ops customized 24 animations.
- Advertising campaigns reached nearly 6,000 downloads.
- Provided member co-ops with 33,000 energy-efficiency print brochures and 36 banner-up rentals.

Research & Benchmarking

- 354 American Customer Satisfaction Index (ACSI®) scores received by over 200 distribution co-ops and cooperative affiliates in 35 states. In 2024, Touchstone Energy member co-ops averaged an ACSI score of 84.8.
- 166 Touchstone Energy cooperatives earned an American Customer Satisfaction Index (ACSI®) 2024 Customer Satisfaction Award based on their member survey results.
- 59 cooperatives from 20 states received the top 5 ACSI scores of 88 to 97 for energy utility services among all cooperatives participating in measurement for Touchstone Energy in 2024.
- 6 cooperatives from 5 states received the top 5 ACSI scores of 86 to 92 for broadband services among all cooperatives participating in measurement for Touchstone Energy in 2024.

- 12 co-ops in 10 states participated in four online focus groups, providing valuable insights on rates and member communications, young families, renewable energy, as well as electric vehicles and charging stations.
- Released the 2024 National Survey on the Cooperative Difference (NSCD), that included survey data from approximately 9,350 member-owners from 39 co-ops in 14 states.
- Provided 26 Questline articles, infographics, and videos on energy efficiency, safety, and technology at no cost to Touchstone Energy members to embed in their social media pages, websites, and newsletters.
- Provided 5 interactive quizzes from the series Who Wants To Be An Energy Expert on beneficial electrification, electrical safety, smart homes, smart meters, and solar energy.
- Presented four Questline Digital webinars on best practices in energy management, energy efficiency for commercial customers, smart data: how to better manage your facility, and energy management systems for small business.
- Sponsored Smart Energy Consumer Collaborative (SECC) study on Modern Energy Messaging: Transactions to Relationships.

SHiNE

- Touchstone Energy's web development program supports 496 websites across 429 co-ops & affiliates.
- In May, we launched our new SHiNE web platform providing enhanced user experience, easier maintenance, and maintaining top tier security and accessibility offerings.
- **SHiNE** offers users three experiences supporting more than 125 co-ops as they transition to this new offering.
 - **SHiNE CMS:** Our platform enables co-ops to manage and maintain their sites directly in a user friendly and intuitive environment.
 - **Design & Build:** Technical and design staff that can help co-ops create the site of their dreams.
 - **Content Support:** Certified co-ops communicator at the ready to help ensure your site is up to date and evolving based on user analytics.

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BUILDING **COMMUNITY**

- NEXT Conference welcomed 390 professionals from across 40 states, including 35 energy managers from national and regional businesses.
- Released Community & Economic Development Playbook “We Have The Power To Do This.”
- Co-op Connections Program surpassed 240,000 active accounts and highlighted 9,500 local and small businesses.
- The iconic hot air balloon flew 34 days in 24 communities to increase member engagement at special events. Mascots made 41 trips.
- Touchstone Energy Social supports 118 co-op profiles with social media engagement, reaching 263,000 unique users.
- 154 co-ops use branded Pre-Paid Credit card programs to increase community engagement.

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ELEVATING **COMMITMENT**

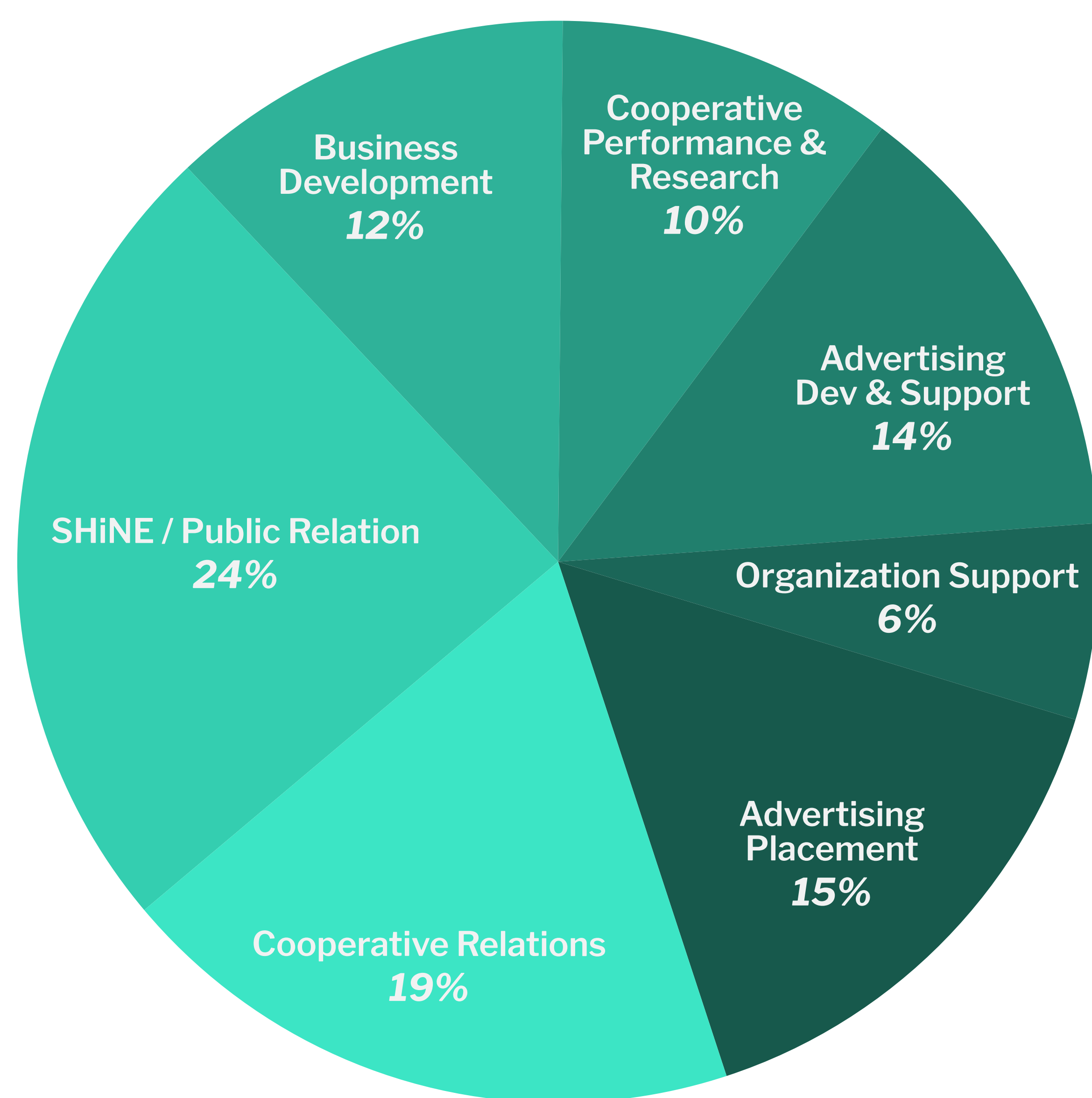
- Hosted 2,255 participants across 93 sessions for Touchstone Energy's premier Service Excellence training helping shine the light on the value of the cooperative business model and how to leverage it to the benefit of co-op members.
- Our Admire & Acquire Library reached 93 articles on member engagement best practices helping members learn from one another and share their successes.
- Hosted 10 educational webinars and seminars with co-op employees on findings from our research program, Questline expert content, and other topics to help members expand value and engagement.
- Reached thousands of cooperative staff through targeted training and communications efforts:
- Hosted 8 in-person Member Engagement Workshops with co-op employees.
- 72 staff speaking engagements at member and industry events.
- 7,000 LinkedIn Learning users viewed 245,291 educational videos.
- Monthly SEVEN ON 7 podcast reaches 25 episodes and 1,600 downloads.

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FINANCIALS *AND FUTURE*

Touchstone Energy is an extension of your local cooperative staff and we are committed to saving our members time and money. We've accomplished this over the years by providing many turn-key solutions that save time and money. Now, we've added and offer more customized solutions than ever - solutions that either tailor our existing programs or creates custom strategy, identity and marketing resources. All while saving significant dollars, not just making member engagement impactful, but making member engagement efficient.

in 2024, we invested \$10,795,810 in creating, improving and delivering our dedicated programs and services across these key areas:



Cooperative Performance & Research - 10%

Advertising Dev & Support - 14%

Organizational Support - 6%

Advertising Placement - 15%

Cooperative Relations - 19%

SHiNE / Public Relations - 24%

Business Development - 12%

- In 2025, we are excited to launch a new and robust Touchstone Energy Research Advantage portfolio and debut a Co-op Champion Program that brings together local co-op employees to learn and celebrate the latest in member engagement. Also, we look forward to engaging employees and now local directors with Service Excellence resources and receiving more member feedback from our four advisory committees, welcoming up to 20 members each.

- Stay up-to-date on all Touchstone Energy activities at www.TouchstoneEnergy.com or email TSEinfo@nreca.coop with questions.