

#COMMUNITYpowered



Raising Awareness of Public Power National Campaign

Member Resources

September 6, 2018





Webinar Agenda

- Welcome
- Goals, audiences, approach, key message
- Look and feel
- Website
- Activities and tools
- Timeline
- Public Power Week
- Your questions



We Are #CommunityPowered!

Presenters, American Public Power Association

- Sue Kelly, President and CEO
- Meena Dayak, Vice President, Integrated Media & Communications
- Toby Sellier, Director of Media Relations & Communications





Goals: What We Aim to Accomplish

- Raise awareness about public power and its benefits in your communities through lighthearted, engaging, creative, and inexpensive materials and approaches.
- Help your customers:
 - Understand the value of public power;
 - Take pride in belonging to a public power community;
 - Engage with the campaign via social media and local activities; and
 - Remain loyal to the public power business model.



Audiences You Can Reach

- Residential customers
- Business customers
- Mayor, city council, and board members
- State legislators
- Community opinion leaders (faith-based leaders, Chambers of Commerce, etc.)
- Prospects for economic development





Approach: Community-Driven

- Highlight that your community owns and controls its electricity.
- Highlight the role of power in contributing to important moments in the community (e.g., town holiday decorations, Halloween celebrations, family gatherings, etc.).
- Highlight community members who play a role in power delivery (e.g., utility workers, mayors, board and council members).
- Feature businesses, individuals, and others that are powered by your utility.



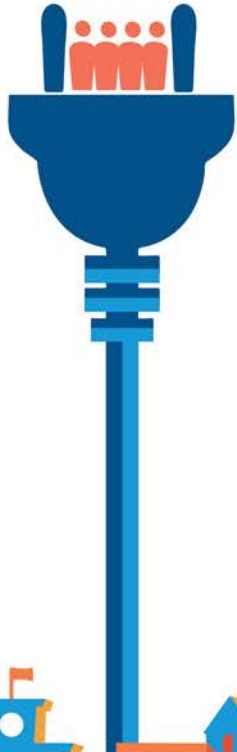
Key Message: Community-Powered

- Public power is owned by the community — customers have a voice in decision making.
- Public power supports local jobs and the economy.
- Your utility is accountable and responsive to the community, not remote shareholders.
- Your utility invests revenues directly back into the community (through payments in lieu of taxes and other means).



Look and Feel





Campaign Website

- www.WeAreCommunityPowered.com
- The site serves as a resource for:
 - Customers, who can learn about public power and ways to share their support; and
 - Utilities, which can access downloadable tools.
- The site will be updated routinely with new resources throughout the campaign.





Social Media Contest

- Engage with businesses, schools, and community members on social media by asking, “What does being #CommunityPowered mean to you?”
 - Whether it’s lineworkers hanging holiday decorations along Main Street or the lights that illuminate your Friday night football game, we want to know what customers like best about being in a public power utility community.
 - Feature lineworkers and other employees on your utility’s own social media channels.
 - Users who live in a public power community are eligible to win prizes by posting their photo or video to their own Twitter or Instagram accounts, using #CommunityPowered.
 - The drawings will take place every Friday from October 12, 2018, to November 30, 2018.
 - A “digital mosaic” of the #CommunityPowered posts lives on the campaign website.
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Infographic

- Tool for sharing online or printing and posting in your community.
- Provides an overview of public power, how it is unique in its community impact, and how customers own their power.
- Downloadable as a PDF from the campaign website.



Promotional Tools

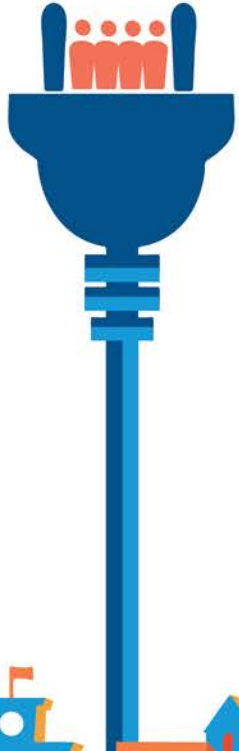
- Online tools
 - Sample social media messages and graphics each month
 - A digital badge for your business customers that says, “We Are #CommunityPowered”
- Promotional schwag ideas — optional and at your own cost
 - We provide templates for #CommunityPowered-branded items:
 - Cape – perfect for handing out at Halloween festivities in your community
 - T-shirt – perfect for your staff
 - Large magnet – perfect for your utility trucks
 - Window sticker or decal – perfect for your local businesses
- All tools will live on the campaign website – more to come!



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Schwag Templates





Additional Tip Sheets and Templates

- Downloadable items
 - Engaging local media tip sheet
 - Op-ed template
 - Press release template
 - Job description for social media help
 - #CommunityPowered icons for graphics
 - #CommunityPowered PowerPoint and letterhead templates





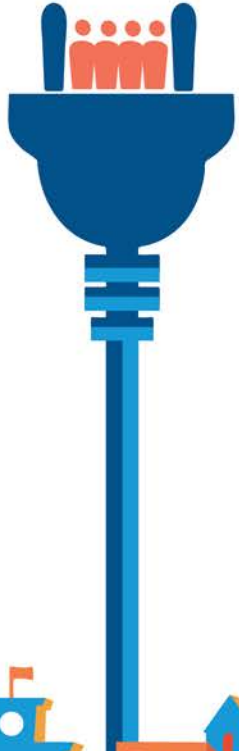
What's Next: Community Events

- The Association will host a webinar in October about sponsoring a local community event during the fall/winter (school play, football game concessions, etc.).
- The event can feature a “community give-back” activity.
- Date TBD – stay tuned.

How to Measure Success

- We'll track success in several ways:
 - Use of hashtags #CommunityPowered and #PublicPower
 - Campaign website metrics
 - Your feedback
 - Customer surveys





Timeline

- **October 1:** Start the campaign in your community
- **October 12 – November 30:** Social media contest — drawings each Friday
- **Mid-October (TBD):** Community event webinar for members
- **December and beyond:** We'll work with you to solicit feedback from customers regarding the campaign.
- **Ongoing:** In our regular touchpoints, we'll ask for feedback and best practices.

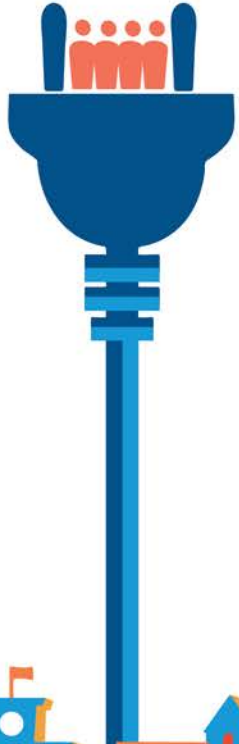




What About Public Power Week?

- Public Power Week is October 7 – 13.
- You can make this campaign your Public Power Week activity (and continue it until the end of November or as long as you'd like).
- If you prefer, you can do your traditional activities for Public Power Week and run this campaign afterwards.





Question and Answer

- Using the chat function, please send us your questions regarding the campaign.
- We will read the questions aloud before responding.
- We may not have time to answer all queries, but we will send all questions and our answers in the follow-up email.





Thank You!

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