

**TOUCHSTONE ENERGY IS A
NATIONAL COOPERATIVE
SERVING NEARLY 700 MEMBERS
ACROSS THE COUNTRY.**



As a not-for-profit cooperative organization, Touchstone Energy exists solely to benefit our members. All dues and fees paid to Touchstone Energy are put toward programs and services advancing our members' interests. As a part of membership, cooperatives have access to a wide array of free communications materials and programs focused on helping cooperatives strengthen their relationships with their member-owners. Touchstone Energy members also have exclusive access to added communications services and tools at rates we can keep low because of the wide scale of our membership network. And members have direct access to Touchstone Energy marketing and communications professionals who provide each member with a custom experience aligned with their unique needs.



Contact Touchstone Energy today to get started on your unique and custom journey toward increased member satisfaction, engagement, and loyalty.

Email **Marketing@TouchstoneEnergy.com** today.
Or call **703-907-5572** to learn more.

**A
BRAND
YOU
CAN
COUNT
ON.**

A key benefit of choosing Touchstone Energy as your marketing partner is that you are aligning with more than a service provider. You are aligning with the gold standard National Brand for electric cooperatives across the country. Nearly 700 members who unite under the Touchstone Energy Cooperatives banner consistently receive higher customer satisfaction ratings and are identified as the “Trusted Energy Source” by their member-owners. Every year, your fellow Touchstone Energy Co-ops across the country connect with member-owners through Touchstone Energy branded sporting events, national and regional advertising, activities in schools, and hundreds of community events. And each cooperative that aligns with the brand benefits from the awareness, engagement, and goodwill these actions create. Touchstone Energy Cooperatives embody the cooperative spirit of being better together. As a Touchstone Energy Cooperative, you unlock the collaborative strength of the cooperative network while gaining the value of 25 years of brand equity built into the iconic logo representing the members, the employees and the board, supported by your national Touchstone Energy team.



Touchstone Energy®
Cooperatives



WWW.TOUCHSTONEENERGY.COM

4301 Wilson Blvd. Arlington, VA, 22203

ELEVATE
ELEVATE
ELEVATE

SATISFACTION - ENGAGEMENT - LOYALTY



TOUCHSTONE ENERGY®
YOUR FULL-SERVICE MARKETING PARTNER



Touchstone Energy®
Cooperatives

TOUCHSTONE ENERGY HAS SERVED THE COOPERATIVE COMMUNITY FOR MORE THAN 25 YEARS.



A nationally recognized brand demonstrating the values of integrity, accountability, innovation and commitment to community, Touchstone Energy helps its nearly 700 members differentiate themselves from the pack and embody the advantage of the cooperative business model.

Today, Touchstone Energy is much more than a brand. Touchstone Energy is a full-service marketing and digital communications partner, providing custom design, social media support, branding, video, turnkey web services, web content support, and more. Each of these services is rooted in our decades-long research into what drives satisfaction, engagement, and loyalty among cooperative member-owners.

Touchstone Energy's history is unique and special within the cooperative community. However, it is our focus on monitoring and aligning with the evolving needs of cooperative member-owners that sets us apart. It is our members' exclusive access to our growing suite of benefits and services that helps set Touchstone Energy Cooperatives apart. And as a part of the Touchstone Energy national network, you have access to the following benefits and services that will set you apart.

NEW AND EXPANDED WEB SERVICES



- Next Generation Co-op Web Builder CMS
- Turnkey Web Hosting
 - User-Friendly Website Templates and Themes
 - Industry Leading Web Security
 - Fully Compliant Web Accessibility
 - 24/7 Website Support
- Web Content Benefits
 - Plug and Play Education Module Featuring Questline Content
 - ACSI Data Collection Module Enabling Ongoing Quarterly Scores
- Full-Service Web Design to Create Custom Sites
 - Design-minded Web Professional to Guide You Through the Process
 - Custom Designs Exclusive to Your Site
 - Staff Training to Ensure You Have the Tools to Keep Your Site Fresh
 - All Hosting, Security and Accessibility Benefits Included
- Website Content Support Services
 - On-Demand Content Updates
 - Ongoing Website Scans for Improvement Opportunities

COOPERATIVE AND MEMBER-OWNER RESEARCH



- Up to 4 Annual American Customer Satisfaction Index Scores for Your Co-op
- In-Depth Member Satisfaction Research
- Online Focus Group Opportunities to Gain Additional Insights
- Exclusive Access to Online Library of Best Practices
- Promotional Benefits to Highlight Your Co-op Success
 - Annual ACSI® Web Badges for Top Performing Co-ops
 - Listings in Quarterly Release of Top Five ACSI Scores
 - Case Studies on Successes in our Admire and Acquire Library



TOUCHSTONE ENERGY OFFERS A FULL SUITE OF BENEFITS AND SERVICES THAT WILL ELEVATE YOUR MEMBER-OWNERS' SATISFACTION, ENGAGEMENT, AND LOYALTY.



DIGITAL COMMUNICATIONS

- Comprehensive Digital Communications Playbook to Guide Your Strategy
- Turnkey Advertising Campaigns
- Clever Social Media Animations on Timely Topics
- Touchstone Energy Social Content Support
- Touchstone Energy Social Media Management Platform and Content Library

GRAPHIC DESIGN AND VIDEO TAGGING

- Access to Professional Design Services
- Local Branding of Touchstone Energy Materials
- Full-Service Rebranding for Cooperative Members
 - Logo Redesign
 - Creation of Comprehensive Cooperative Brand Standards
 - Development of PowerPoint and Other Key Templates
- Local Customization of Advertising Campaigns
 - Tag the Video Ad Ending With Your Logo and Name
 - Add Your Logo in Key Shots in Select Video Ads

