More than 600 members!

Stronger Voice for Co-ops

45 States

More than 600 members

A brand is an instant identifier – a promise.
Our vision:
To build a unifying brand that enhances electric cooperatives' greatest competitive advantage: our unique relationships with our customers.

Touchstone Energy® Cooperatives
The power of human connections

Few Know Much At All About Electric Cooperatives

How much do you know about electric cooperatives??

Initially, only 59% knew enough to rate their feelings toward electric cooperatives; 64% are neutral or not sure.

National customers
Our core values...

Integrity  Innovation  Commitment to Community  Accountability
Why is LOYALTY important for cooperatives?

Loyalty is important:
- when you need grassroots political support
- when there's a takeover threat
- when there's a rate increase
- when there's an outage
- because loyal members are more likely to take advantage of products and services of the cooperative
- they’ll stay with you if competition ever comes to the marketplace.

Strategically communicating the cooperative difference
A CUSTOMIZABLE advertising portfolio

- 10 television ads, with local tagging available.
- 31 radio spots, with local tagging available.
- Print ad templates on CDs, with a complete library of consumer images licensed for your local use.
- ALL CUSTOMIZABLE!

Let’s watch and listen...
Teaching employees to become ambassadors for the brand, deliver quality service

“Ask Me About Touchstone Energy”

Check it out at:
http://askme.touchstoneenergy.coop

Building relationships with members
• Improves member loyalty
• Creates a greater sense of “membership”
• Improves relationships with business customers
• Builds the local co-op brand and the Touchstone Energy brand
• Increases the value your cooperative gets from participating in Touchstone Energy
• Clarifies the linkage between the local co-op and Touchstone Energy

National deals:
• Alamo and National car rental
• Red Roof Inns
• Cabot Cheeses
• Quality hotels – Comfort Inn, Clarion, Comfort Suites, Econolodge
• Discovery Channel School products
• National Wildlife Federation
Demonstrating commitment to community

More than 7,000 educational kits delivered across the country

The power of human connections, building the brand locally
Building relationships with business customers
Measuring the brand promise

We consistently lead the utility industry in consumer satisfaction!

The power of human connections