MORE THAN A CAMPAIGN. A MISSION.
PUBLIC POWER MATTERS.
WHY PUBLIC POWER MATTERS

The Northwest Public Power Association Board of Trustees asked for tools to help utilities communicate the value of public power and why public power matters to 21st century consumers. NWPPA and Ruralite Services joined forces to craft key messages aimed at increasing consumers’ understanding of the value and importance of public power. The materials being offered by NWPPA and Ruralite Services are based on research conducted by NewEdge, focus groups with public power consumers, and interviews with regional utility leaders and communicators.

The MORE POWERFUL TOGETHER materials are rooted in these candid yet powerful conversations. The initiative strives to:

- Leverage direct benefits to the consumer and align with consumers’ expectations of involvement. Focus on consumer-inspired experience.
- Show the real value public power provides and the benefits of engaging.
- Be focused, succinct, and inspiring.
- Make consumers feel like part of an on-going conversation.

Public power matters. By buying energy from a community-owned utility, consumers become more than customers or numbers. They become partners. Engage them to become MORE POWERFUL TOGETHER.

KEY MESSAGING

Every three months, NWPPA will roll out a set of engagement tools focused on one of four key messages:

- **LOCAL** October 2017
  Highlight role of consumers in public power model.

- **INNOVATIVE** January 2018
  Hit on renewables, sustainability.

- **EXPERT** April 2018
  Utility as a resource/partner.

- **DRIVEN** July 2018
  Utility drives economic development, opportunities, and jobs.

MORE POWERFUL TOGETHER materials are available at www.nwppa.org and www.ruraliteservices.org. Emails and postcards will be sent to NWPPA and Ruralite Services members when fresh content is ready.
USEFUL TOOLS
What kind of communication tools can utilities expect over the next year? Show consumers why we are MORE POWERFUL TOGETHER with:

- Print ads (full page, half page, and one column)
- Social media content
- Leadership editorials
- Website messages
- Pop-up banner art for utility lobbies, community events
- Posters (internal and external focus)
- Best practice webinars

WHAT KIND OF TOOLS WOULD HELP YOU? ???
Please send content ideas to the support team.

MAKE IT LOOK GOOD
These easy-to-customize templates will help you launch a powerful, locally branded call for engagement. Keep these tips in mind when putting your stamp on materials:

- USE THE RIGHT TYPE AND COLOR
  For easy updates, the body copy font is Arial (regular and black). Colors used in the messaging are listed below.

  - CMYK: 16 | 0 | 88 | 0
  - Hex: #DFE343
  - CMYK: 0 | 0 | 0 | 85
  - Hex: #4D4D4F

- ADD LOCAL FACES
  While you can use the pictures we provide, you can also add local flavor with your own custom images. Find a local person who reflects your message. But make sure pictures used in print ads are no less than 300 dpi at full scale.

- FIND THE RIGHT MESSAGE FOR YOUR UTILITY
  Every utility is unique. We provide different sets of copy to support key messages. Pick the message that best fits you.

USE THE HASHTAG
#MOREPOWERFULTOGETHER
TO SPREAD THE WORD ON SOCIAL MEDIA!

SUPPORT TEAM
Need help making the most out of these tools? Contact the MORE POWERFUL TOGETHER support team.

NWPPA
Northwest Public Power Association

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READY TO ENGAGE?

GET STARTED AT
WWW.NWPPA.ORG or
WWW.RURALITESERVICES.ORG

MORE POWERFUL TOGETHER