

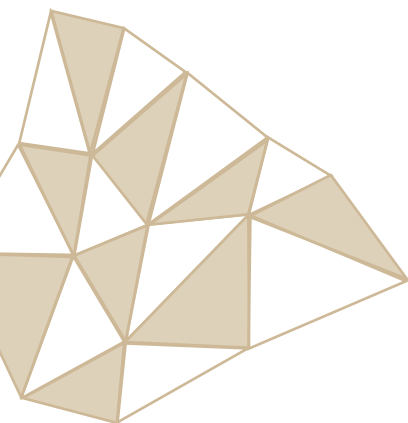


MEMBER IMPACT

PLANNING GUIDE

Data. Insight. Action!





PLAN



OUR CORE VALUES

Fun Team Players

- Don't take ourselves (too) seriously
- Bring a playful spirit to work
- As an extension of our client's teams, we work together to get things done
- We're genuinely interested in others' cares and concerns
- Seek to lighten the load for others

Go Above & Beyond

- Willing to drop everything to serve a client need
- Status quo isn't in our vocabulary
- Eager to surpass client expectations and look for ways to wow
- Pursuing perfection

Innovative & Tenacious

- Curiosity leads us to ask great questions and want to learn
- Love brainstorming potential solutions to diverse challenges
- We never quit

OUR "UNOFFICIAL MOTTO"

We will not be deterred!

ABOUT INSIDE INFO



**Empowering
insights, driving
success.**

We're an extension of your staff.

Inside Information helps electric cooperatives and their fiber subsidiaries turn insights into action. Since 1995, we've supported co-ops with marketing and communications strategy, member and market research, industry benchmarking, and easy-to-use analytics.

We combine industry research, communications expertise, and hands-on execution specifically for electric cooperatives.

But we go beyond insights—we act as an extension of our clients' teams. By bringing together data and strategy to execute targeted communications, we help co-ops understand their members and put those insights to work—handling the details so their teams have more time to focus on what matters most.

Our goal is simple: help co-ops strengthen member engagement through clear insights, thoughtful strategy, and effective communication.

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- Roundtables
- Resources
- Case Studies



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- youtube.com/@insideinformation8628



Samples Library
inside-info.com/library



Know Your Members

Survey Says / Data Says

Capture quick notes after each question. Focus on what stands out and what it might mean for your cooperative.

Insights & Reactions

TOPIC/QUESTION	INSIGHT	MY TAKEAWAY

Connecting Data to Your Strategy Map

Understanding your members isn't a one-time project—it's an ongoing discipline.

Work Backwards: Match Priorities to Data

Start with what matters most by listing your top priorities or challenges for this year (and beyond, if known), and identify the data that supports more strategic and effective communication.

#1 Priority / Challenge		
SUPPORTING DATA WE HAVE:	DATA WE NEED:	NEW INITIATIVES FOR THIS PRIORITY:
#2 Priority / Challenge		
SUPPORTING DATA WE HAVE:	DATA WE NEED:	NEW INITIATIVES FOR THIS PRIORITY:
#3 Priority / Challenge		
SUPPORTING DATA WE HAVE:	DATA WE NEED:	NEW INITIATIVES FOR THIS PRIORITY:

DELEGATE & ELEVATE



Before you elevate to the next level in strategic communication, you must clear space.

Use this page to list projects, tasks, or ongoing responsibilities that could be delegated to Inside Information.

Think about work that is repetitive, time-consuming and distracting you from higher-value strategy. We can help with strategic initiatives, too, but first focus on what to shift to us.

PRO TIP

You don't have to do everything yourself. When you delegate well, you create capacity for higher-value work.



What projects or tasks could be supported—or fully handled—by Inside Information? Start a list here. Examples: mass mailings, email design, outage or maintenance notifications, surveys, program promotions.

What doesn't need to be on your plate?

This framework helps you separate noise from opportunity—and make intentional choices about what to hand off, what to stop doing, what to step into next. Use the quadrants below to organize what can be delegated and define the work you're ready to focus on at a higher level.

Maintain with Support

"Still matters but doesn't need all of me"

- Reporting support
- Campaign execution
- List management/routine communication

Elevate & Lead

"This is where my energy and time should go next"

- Long-term strategy
- New initiatives
- Board-facing insights

Delegate or Eliminate

"This is draining time & focus"

- Manual tasks
- Repetitive updates
- One-off requests
- Tasks done out of habit

Re-imagine or Re-design

"This could matter—but only if done differently"

- Outdated programs
- Under-performing campaigns
- Processes that need simplification/automation

What two priorities will you focus on when capacity is created?

PROJECT LAB: Guided Working Session

1. Project Focus

☐ Marketing

☐ Communications

☐ Member Engagement

☐ Data/Benchmarking

☐ Other _____

2. SMART Goal

Specific: _____

Measurable: _____

Achievable: _____

Relevant: _____

Time-Bound:_____

3. What are the key steps to help you achieve your goal?

4. How will you measure success?

5. Who is needed to help you achieve your goal?

☐ Myself

☐ My team

☐ Leadership

☐ Inside Information

☐ Name(s): _____



PRO TIP

KISS: Keep It Simple (Stupid)

A focused, well-executed project in the next 30-60 days creates momentum for bigger wins ahead.

Notes & Doodles

Clarity Break

Step away. Think bigger. Capture what matters.



Great ideas don't always come from boardrooms or busy calendars. Sometimes they show up on a napkin... over coffee and pie... when you finally give yourself space to think. (We would know!)

That's what this moment is for.

A Clarity Break is intentional time away from the noise of doing—so you can focus on thinking. It's about stepping out of the day-to-day so you can work on your business, your team, and yourself—not just in it.

Guided Reflection

Use these prompts to help you get started:

- What feels most important right now?
- What am I spending time on that doesn't actually matter?
- Where do I feel stuck or unclear?
- What's one thing that, if solved, would make everything else easier?
- Am I focused on the right priorities?
- What needs to be simplified?
- Where can I step back or delegate?
- What opportunity am I not giving enough attention to?

Use this space however you want:

- Brain dump
- Sketch ideas
- Write questions
- Capture insights
- Connect dots



Start anywhere...

- What's been on your mind lately?
- What idea keeps resurfacing?
- What have you been too busy to think about lately?
- What actions would you take if you had complete clarity?

Napkin Notes (Your Clarity Journal)

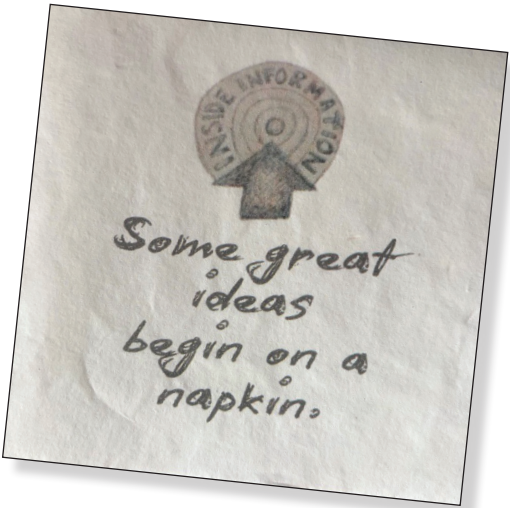
Capture your thoughts. No structure required.

Some of the best ideas in the world started messy—scribbled quickly, imperfectly, without overthinking.

Make It a Habit

One great idea on a napkin is powerful. A habit of thinking time? That's a game changer.

This is your napkin.



Before You Go...

Take one minute to circle or highlight:

- The idea worth acting on
- The decision you've been avoiding
- The next step you'll take

Consider scheduling a weekly 1-hour Clarity Break—no meetings, no email, just space to think. You'll be surprised how much time (and stress) it actually saves.

Fiber Buildout Complete

WHAT'S NEXT?

Use this practical checklist to keep momentum going, and evaluate whether your fiber program is positioned for continued growth, retention, and long-term success.

Sign-Up & Enrollment Experience

- ☐ Review the ease of the sign-up process (online, phone, in-person)
- ☐ Evaluate the process through journey mapping to reduce friction points
- ☐ Confirm sign-up messaging is clear, simple, and benefit-focused
- ☐ If serving beyond electric territory, assess options for list purchase or data append

Market Research & Feedback

- ☐ Conduct a non-subscriber survey to understand barriers to adoption
- ☐ Identify top reasons members choose not to subscribe (price, confusion, loyalty, awareness)
- ☐ Create a clear action plan based on survey findings
- ☐ Implement transactional subscriber surveys
- ☐ Track sentiment trends over time to support retention efforts through dashboards

Ongoing Communication & Education

- ☐ Ensure maintenance and outage notifications are timely, clear, and trusted
- ☐ Communicate proactively through a regular subscriber enews
- ☐ Reinforce fiber value through ongoing education (speed, reliability, local support)
- ☐ Update website and FAQs to reflect post-build-out realities
- ☐ Highlight local success stories or testimonials where appropriate

Retention & Growth Strategy

- ☐ Define a post-build-out fiber growth goal (monthly or quarterly)
- ☐ Identify opportunities for upsell or plan changes
- ☐ Review churn data and identify early warning signs
- ☐ Increase value of offerings through upsell campaigns (phone, app, speed increase)
- ☐ Implement referral, loyalty programs, Google reviews, or discounts
- ☐ Consider a retention email series
- ☐ Build a marketing plan for business fiber needs

Quick Reflection

What is the **biggest opportunity** for improvement right now?_____

What is **one action** we can take in the next 30 days?_____



Fiber Commercial Accounts

Have you thought about your fiber business customers?

Commercial accounts often have different needs than residential members. Use this worksheet to explore how to identify, communicate with, and grow fiber adoption among business customers.

- Business Needs:** Reliability, uptime, and symmetrical speeds
Targeted Communication: Business enews, brochures, chamber outreach
Upsell Opportunities: Higher speed tiers, managed Wi-Fi, static IP
Data Append: Number of employees, annual sales, industry, locations

Business Customer Personas

Local Retail Shop

- Needs reliable POS connectivity, guest Wi-Fi, and simple support
- Marketing: email updates, local outreach, chamber partnerships

Manufacturing / Industrial

- Needs high bandwidth, uptime guarantees, and data transfer speeds
- Marketing: direct sales outreach, case studies, infrastructure messaging

Professional Services

- Needs secure connectivity, video conferencing, and cloud access
- Marketing: digital campaigns, productivity messaging, premium packages



How do business customer expectations differ from residential members?

What data could help you better segment commercial accounts?

How do business customer expectations differ from residential members?



SWOT Analysis

A SWOT analysis (Strengths, Weaknesses, Opportunities, Threats) is a highly effective, simple tool for strategic planning that provides a clear, comprehensive, one-page overview of internal capabilities and external factors. It helps you build on strengths, minimize weaknesses, seize opportunities, and proactively manage risks, resulting in better, data-driven decision-making and competitive advantage.

STRENGTHS	WEAKNESSES
OPPORTUNITIES	THREATS

What data are you missing to answer these questions?

Strategic Goals & Timeline

What are your strategic goals?

Examples: 500 new subscribers each quarter, 50% take rate in all zones

Annual Goals: _____

Quarterly Goals: _____

Monthly Goals: _____

PRO TIP 

Make your goals **SMART**:

Specific

Measurable

Achievable

Relevant

Time-bound

What is one goal you want to focus on for the next 12 months?

Map out specific, actionable steps and/or tactics to achieve your quarterly goals.

Q1 - What did you accomplish?	Q2
Q3	Q4

Monthly Marketing Initiatives

Map out your monthly marketing initiatives—including campaigns, newsletters, themes, surveys, and content series—to ensure a consistent, strategic approach.

Q1

JANUARY

FEBRUARY

MARCH

Q2

APRIL

MAY

JUNE

Q3

JULY

AUGUST

SEPTEMBER

Q4

OCTOBER

NOVEMBER

DECEMBER

Samples & Examples

Check out some of our favorite series and samples of existing client fiber campaigns!

- **Emails:** Acquisition, Enews, New Subscriber Series, Retention, Referrals, Outage Notifications
- **Research & Surveys:** Installation, Non-Subscriber, Satisfaction, NPS
- **Direct Mail:** Marketing, Construction, Events and Promotions



But wait, there's more! inside-info.com/library



Rate Change: Planning

SECTION 1: The Situation

Type of rate change:

- ☐ Demand rate
- ☐ Rate restructuring
- ☐ Rate increase
- ☐ Other _____

Expected timing of implementation:

- ☐ Within the next quarter
- ☐ 1-2 years
- ☐ 3-6 months
- ☐ 3 years or longer
- ☐ 6-12 months

What triggered this change?



SECTION 2: Primary Communication Goal

After early communication, members should understand that:

SECTION 3: Member Concerns to Anticipate

List the top questions or reactions you expect.

1 _____

2 _____

3 _____

SECTION 4: Message Phases (High Level)

Early Phase – Education & Context

Purpose: _____

Middle Phase – Reinforcement & Preparation

Purpose: _____

Final Phase – Personal Impact

Purpose: _____

SECTION 5: Voice & Tone

Primary messenger:

- ☐ CEO
- ☐ Board
- ☐ Staff
- ☐ Combination

Tone to convey:

- ☐ Transparent
- ☐ Educational
- ☐ Member-focused
- ☐ Reassuring
- ☐ Direct
- ☐ Other _____

SECTION 5: Success Check



How will you know your communication is working?

Rate Change: Communication

SECTION 1: Early Awareness

Primary goal of this message:

One key takeaway for members:

Topics to include (all that apply):

- ☐ Why the change is happening
- ☐ What is NOT changing
- ☐ Cooperative financial principles
- ☐ Commitment to ongoing communication

Topics to intentionally avoid for now:



SECTION 2: Message Sequence Planning

MESSAGE	PURPOSE	CHANNEL	SENDER
#1			
#2			
#3			
#4			
#5			

SECTION 3: Timing & Cadence

Estimated spacing between messages:

- ☐ Weekly
- ☐ Bi-monthly (every other month)
- ☐ Bi-weekly (every other week)
- ☐ Quarterly
- ☐ Monthly
- ☐ Other _____

What triggers the next message?

Rate Change: Communication

SECTION 4: Channels & Boundaries

Primary channels to use:

- ☐ Email
- ☐ Website
- ☐ Billing inserts
- ☐ Mail
- ☐ Meetings
- ☐ Other _____

Channels to limit or avoid early:

- ☐ Email
- ☐ Website
- ☐ Billing inserts
- ☐ Mail
- ☐ Meetings
- ☐ Other _____

What is the reasoning?

SECTION 5: “How Does This Affect Me?” Readiness

When members ask about bill impact, our first response will be:

How impact will be shown:

- ☐ Average examples
- ☐ Personalized estimates
- ☐ Both

Tools or data needed to help with planning:

KEEP
GOING!



Rate Change: Communication

SECTION 6: Internal Preparation

Staff or board prep needed:

- ☐ FAQs
- ☐ Scripts
- ☐ Training
- ☐ Other _____
-
-

SECTION 7: Risks & Mitigation

Biggest communication risk:

How we will reduce that risk:

Rate Change: Communication



SECTION 8: Next Steps

Within the next 30 days, we will:

- 1 _____
- 2 _____
- 3 _____

Thinking ahead...

Within the next year after the rate change, we will communicate:

THEME: What consistent idea or message will continue to show up?
Examples: fairness, stewardship, reliability, local control.

FREQUENCY: How often members will hear from you about rates, costs, or value, even when nothing is changing?

Notes & Doodles





Inside Info Supports Preparedness

We partner with co-ops to:

- Develop proactive and crisis communication plans
- Create adaptable messaging frameworks
- Align communication channels with member expectations
- Strengthen data-driven outreach systems
- Act as an extension of your team during critical moments

A Simple Workflow for Critical Moments

STEP 1: Identify the Situation

Assess impact to safety, service, or trust.

STEP 2: Determine the Trigger

If waiting will increase confusion or frustration, it's time to communicate.

STEP 3: Assign Ownership

Decide who initiates communication and who approves messaging.

STEP 4: Choose the Right Channels

Match urgency and audience to the appropriate platforms.

STEP 5: Communicate Clearly

Share what you know, what you don't, and what happens next.

STEP 6: Monitor and Update

Adjust messaging as conditions evolve.

STEP 7: Measure and Improve

Evaluate impact on members and staff to refine future responses.

PRO TIP

Prepared communication reduces risk, strengthens trust, and supports both members and employees—**especially when it matters most.**



Overview: Own the Moment

Why this Matters

In moments of uncertainty—outages, safety incidents, operational changes, or public concern—members look to their co-op for leadership. How and when you communicate directly impacts trust, credibility, and internal stress levels.

Proactive communication allows your co-op to:

- Build trust through transparency
- Reduce misinformation and speculation
- Support employees by setting clear expectations
- Position the co-op as a reliable, prepared partner

The Proactive Communication Mindset

Reactive communication waits for problems to escalate.

Proactive communication:

- Anticipates member concerns
- Communicates early, even with limited information
- Prioritizes clarity over perfection
- Establishes a consistent, trusted presence

What prepared co-ops do differently:

- Define communication triggers in advance
- Maintain accurate, segmented member contact data
- Use multiple channels intentionally
- Plan for likely scenarios before they occur
- Measure success beyond silence or lack of complaints



Quick Reflection

How has your team dealt with problematic scenarios in the past?

What actions have worked well, or not so well? _____

Proactive Communication Checklist

Plan Ahead

- Identify top 5 likely problematic or emergency scenarios
- Define triggers for communication
- Assign decision makers (decider)

SCENARIO	TRIGGER	DECIDER
#1		
#2		
#3		
#4		
#5		



Proactive Communication Checklist



Prepare Your Channels

- Audit communication platforms
- Define pros/cons for each channel
- Establish message hierarchy

PLATFORM	PROS	CONS	ORDER
EMAIL <i>How many do you have on file?</i>			
MAIL <i>Delivery times?</i>			
TEXT ALERTS <i>How many signed up?</i>			
RADIO/TV <i>How many viewers/listeners?</i>			
FACEBOOK <i>How many followers?</i>			
INSTAGRAM <i>How many followers?</i>			
X/TWITTER <i>How many followers?</i>			
LINKEDIN <i>How many followers?</i>			
OTHER			

Recap: Own the Moment

Ok, you made it through the situation. What's next?

Now that you have time to sleep, catch your breath, try to get through your inbox, and reflect, the next question is “where do we go from here?”

Strengthen Your Data

- Run contact update campaigns
- Validate emails and phone numbers
- Segment members by service and/or location (substation, district, zone)
- Reassess and determine, did you gain or lose social media followers as a result?

Measure & Improve

- Define “success” metrics
- Gather member and staff feedback
- Refine plans after each event



What might “success” look like for your co-op?

"By failing to prepare, you are preparing to fail."
— Benjamin Franklin

"Luck is what happens when preparation meets opportunity."
— *Seneca*

"Give me six hours to chop down a tree and I will spend the first four sharpening the axe."
— *Abraham Lincoln*

“Proper planning and preparation prevents poor performance.”
— Often referred to as the 7 P's

"Be Prepared."
— *The Boy Scouts*

PRO TIP

Proactive communication builds trust, reduces stress, and positions your co-op as a reliable partner.



Notes & Doodles

Core Member Data Listing

Inside Information maintains member data that can be used on demand to support surveys, reporting, dashboards, and targeted outreach. The fields below represent a typical dataset, though individual cooperative datasets may vary.

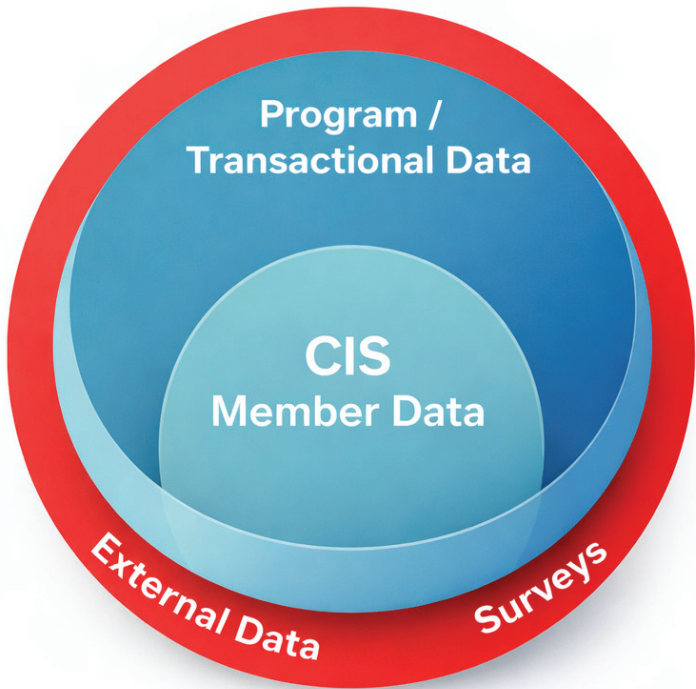


- Name
- Address (physical and mailing)
- Account / member number
- Phone
- Email
- Rate class
- Revenue code
- Substation / feeder
- Service type (internet, gas, electric, etc.)
- Monthly / annual usage
- Mobile app / online portal – Example: SmartHub account (NISC)
- District
- County
- Connect date
- Autobill payment

Building the Data Warehouse

Layering data from internal member records, program, transactional and external sources builds a complete data warehouse for comprehensive analysis.

What makes the Inside Info model distinctive is our commitment to maintaining data on demand. By continuously organizing and updating member, program, survey, and external data, we ensure cooperatives always have the information they need ready for analysis, planning, and effective communication.



Data Checklist & Gaps Audit

Taking an inventory of the data you need is critical for strategic communication efforts. Use this guide as a starting point to begin the process of analyzing your needs.

Contact & Reach

- ☐ Valid email addresses
- ☐ Latitude / longitude for physical locations
- ☐ Mobile numbers (text opt-in)
- ☐ Local contact for commercial accounts
- ☐ Others: _____

Engagement & Behavior

- ☐ Email open rates
- ☐ Outage communication response
- ☐ Click-through rates
- ☐ Annual meeting / voting members
- ☐ Portal/app usage
- ☐ Others: _____

Programs & Participation

- ☐ Program enrollment by type
- ☐ Fiber eligible
- ☐ Paperless billing adoption
- ☐ Fiber subscriber
- ☐ Autopay adoption
- ☐ Others: _____

Demographics & Segmentation

- ☐ Age ranges
- ☐ Residential vs. commercial
- ☐ Households with children
- ☐ Large vs. small commercial
- ☐ Length of membership
- ☐ Others: _____

External Lists

- ☐ Legislators
- ☐ Key community leaders
- ☐ Area local elected officials
- ☐ Others: _____

CONCLUSION *My Biggest Data Gaps Are:*

Keeping Your Data Secure

When cooperatives share data with us, trust matters.

Protecting confidentiality, integrity, and availability of that data is a responsibility we take seriously. Our approach combines secure cloud technology and clear security practices to ensure cooperative information remains protected.

What Data We Do NOT Collect

We intentionally limit the types of sensitive information we handle. This approach helps reduce risk and protect member privacy.

- We do not collect or store Social Security numbers.
- We do not collect or store banking information, such as credit card numbers or bank account details.

Secure Cloud Infrastructure

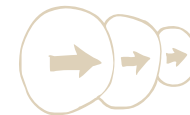
The data we work with is stored in secure cloud environments designed to protect information from unauthorized access.

- Data transmitted to and from our systems is encrypted using industry-standard security protocols.
- Access to our platforms is restricted to authorized users.
- Systems are continuously monitored and regularly reviewed to maintain strong security protections.

Our goal is simple: provide valuable insights from cooperative data while ensuring that information remains secure and protected.



Notes & Doodles

This image shows a single sheet of white paper with horizontal blue or grey ruling lines. The lines are evenly spaced and run across the width of the page. There are approximately 20 lines visible. The paper has a slight shadow on its right side, suggesting it's resting on a surface.Three empty 3x3 grids are provided for drawing. Each grid consists of two horizontal lines and two vertical lines, creating a 3x3 array of squares.

Vortex: Communication Platform Built for Co-ops

Vortex is Inside Information’s integrated communications platform that combines email, SMS, member engagement tools, and project ticketing. It provides scalable tools for member communication while also helping manage communication requests and workflow.

Included with the Inside Information subscription, Vortex replaces standalone email platforms and centralizes outreach in one system. It supports mass emails (newsletters, billing reminders, service updates), automated campaigns (welcome messages, follow-ups), and personalized messaging based on member data, including survey responses.

Ready-to-Use Member Contact Lists

Through an API connection, member contact lists stay automatically updated and ready to use. This eliminates manual list uploads and allows cooperatives to send targeted messages quickly when needed.

Fast Communication for Operational Updates

Vortex enables quick messaging through simple spreadsheet-style uploads. Inside Information can send messages on a cooperative’s behalf, or co-ops can send them directly for communications such as:

- Outage and restoration updates
- Billing or payment notifications
- Tree trimming and right-of-way notices
- General service and maintenance updates
- Quick and easy email templates for after hours communications

Beyond Email

Beyond email and texting, Vortex also supports engagement and internal workflow needs, including:

- Quick polls embedded in emails
- Member advocacy campaigns
- Online applications (e.g., Youth Tour)
- Event registration and training tracking
- Digital signatures for approvals

With built-in ticketing, automated contact lists, and flexible messaging tools, Vortex helps cooperatives communicate efficiently, respond quickly, and manage communication projects in one place.

Inside Request

Please complete the following form to open a new request.

Project Information

Created By: Michele Cavin (michele@inside-info.com)

Account: Inside Information

Co-op Contact: Michele Cavin (michele@inside-info.com) ☐ Set as default

Priority: ☒ Normal (Due within 1-3 business days)
☐ Urgent (Due within 1-3 business days)
☐ Emergency (Same Day Requests ONLY)

Project Type: ☒ News Project
☐ Dashboard Project
☐ Email and/or Print Project
☐ Survey Project
☐ Website/Vortex Inquiry
☐ General Inquiry/Issue
☐ List Upload Only

Details: Is this a current ongoing project or a new one?
☐ Current ☐ New

Is it print, email or both?
☐ Email Only ☐ Print Only ☐ Both

Please describe your project timeline, specs, design suggestion, etc.

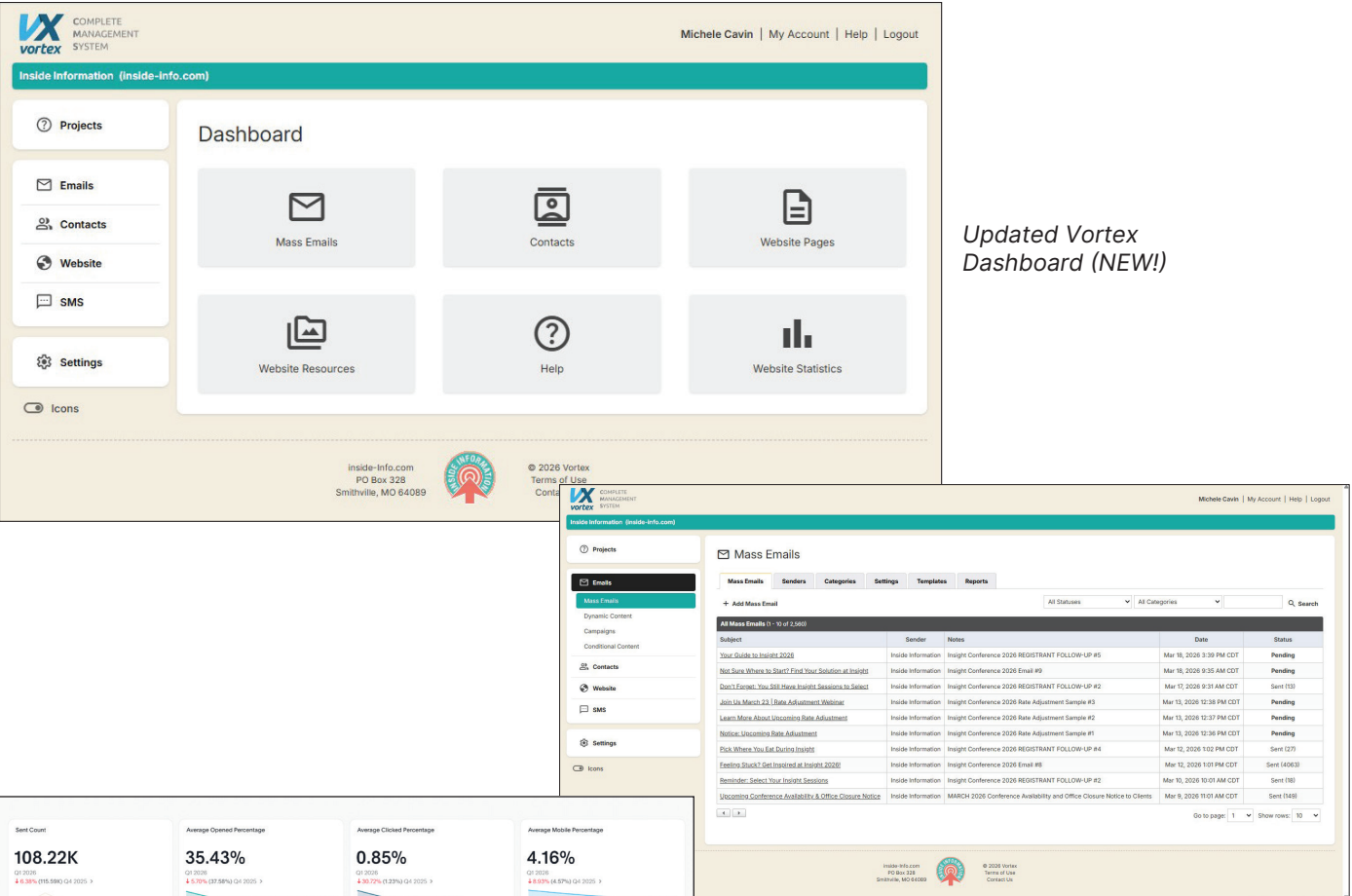
Target audience (please be specific about fiber/electric if applicable)

Should anyone else receive samples of emails/print items for this request? If so, enter their name(s) and email(s)

List: ☐ Generated by Inside Info ☐ Provided by us

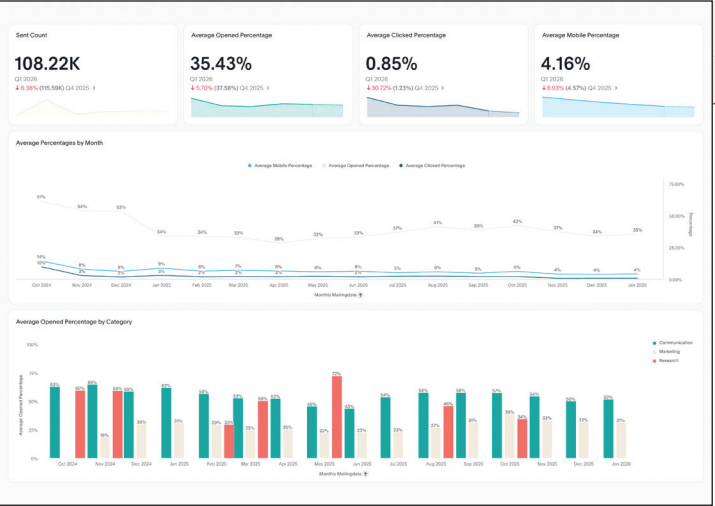
Please list any exclusions, if applicable.

Project request ticket



Updated Vortex Dashboard (NEW!)

Email sending interface



Interactive insights dashboard (NEW!)

Email Polls

Poll:

Edit Poll

Use the form below to edit this poll.

Poll Information

Active: ☒ Yes ☐ No

Question: If we hosted a Trustream event in your area, what would you be most interested in?

Posted On: Aug 4, 2025 12:10 PM

Results: <https://surveyvortex@tristream.com/polls/8d4d4aa380534a8d79a7ef0096c47>

Logos:

Choose File: No file chosen

Introduction: We're drawing up ideas for in-person events. Whether it's Fiber 101, streaming, or smart home technology, tell us what kind of Trustream events the sidelines and into the action.

Path: p

Choices (1 - 4 of 4)

Name	MergeCode Link
Fiber 101: How it works & why it's different	https://surveyvortex@tristream.com/polls/8d4d4aa380534a8d79a7ef0096c47?hcontactidsecurity/1884
Smart home: Tips & connected devices	https://surveyvortex@tristream.com/polls/8d4d4aa380534a8d79a7ef0096c47?hcontactidsecurity/1885
Streaming made simple: How to cut the cord	https://surveyvortex@tristream.com/polls/8d4d4aa380534a8d79a7ef0096c47?hcontactidsecurity/1886
DIY tech help: Routers, speeds, & setup	https://surveyvortex@tristream.com/polls/8d4d4aa380534a8d79a7ef0096c47?hcontactidsecurity/1887

tristream
powered by Great Lakes Energy

We're drawing up ideas for in-person events. Whether it's Fiber 101, streaming, or smart home technology, tell us what kind of Trustream events would get you off the sidelines and into the action.

Poll Results:

If we hosted a Trustream event in your area, what would you be most interested in?

112 total votes - posted on August 4, 2025

Fiber 101: How it works & why it's different 51 votes 45.54%

Smart home: Tips & connected devices 15 votes 13.39%

Streaming made simple: How to cut the cord 13 votes 11.61%

DIY tech help: Routers, speeds, & setup 17 votes 15.18%

Meet the team & ask your questions 8 votes 7.14%

Something else—tell us what at info@trustreamfiber.com 8 votes 7.14%

Email instant poll feature

Satisfaction & Loyalty Scores

Satisfaction surveys turn member feedback into actionable insight.

Member satisfaction surveys provide a clear, data-driven way to understand how your cooperative is performing—and where to focus next. Scores like ACSI®, CAPS, and NPS® each serve a different purpose, offering insight into satisfaction, trust, loyalty, and advocacy.

When used intentionally, these measures become powerful KPIs that help track progress over time, benchmark performance, prioritize improvements, and communicate value to leadership and boards.

3 SCORES Each with a Unique Purpose

1. ACSI® American Consumer Satisfaction Index

- Benchmarks performance across industries
- Benefit to Touchstone Energy® Membership

- Measured by asking:**
- Overall satisfaction
 - Meets expectations
 - Comparison to ideal utility
 - Likelihood to choose co-op

2. CAPS Cooperative Attitude & Performance Score

- Designed by Inside Information and specifically for electric cooperatives
- Captures attitudes unique to the co-op model
- Helps identify early signs of member tension

- Measured by asking:**
- Trustworthiness
 - Concern for members
 - Overall management

3. NPS® Net Promoter Score

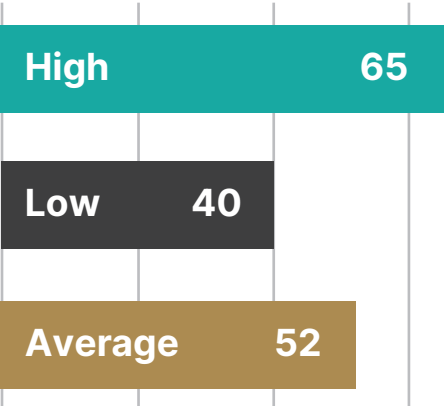
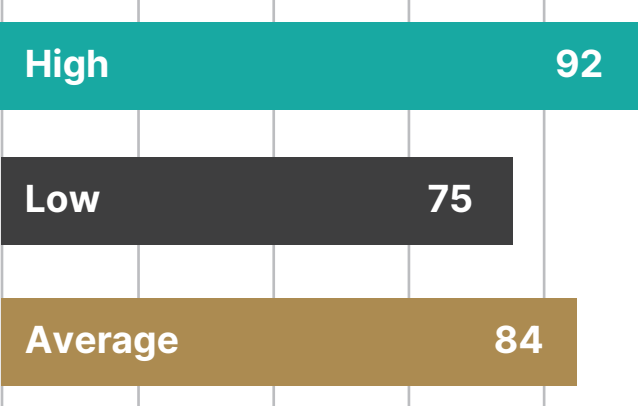
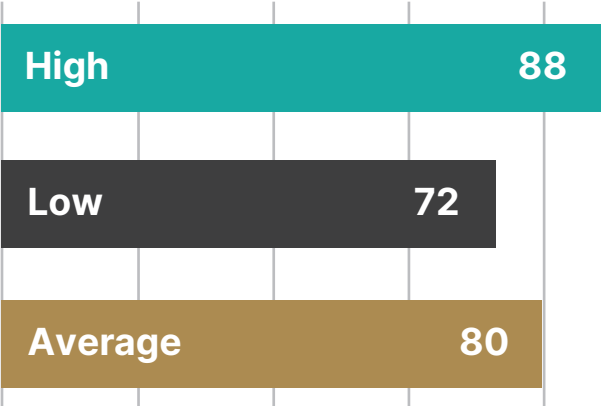
- Measures loyalty
- Easily used to compare across internal and external groups
- Identifies promoters and detractors
- Allows for targeted follow up communication to grow database of promoters

- Measured by asking:**
- Likelihood to recommend the cooperative to a friend or relative

Benchmark Scores

Benchmark scores show how your satisfaction, employee, and Touchpoint results stack up against other cooperatives.

We group data to create low, average, and high ranges, so you can quickly see where you're leading or where there's room to improve—all right in your dashboard.



Understanding the Role of Member Surveys

A practical framework for strengthening member insight

Surveys can be one of the most valuable tools a cooperative has—when they’re used intentionally. Different survey types serve different purposes. Some provide a big-picture view of performance. Others strengthen your member data. And some improve individual interactions in real time.

When used together, they create a more complete understanding of the member experience—and a clearer path to action.

3 Primary Survey Types

1. Statistical Surveys

Statistical surveys use a representative sample to produce reliable, trackable data.

They help answer questions like:

- How satisfied are our members overall?
- How are we trending over time?
- What matters most to our members right now?
- Where should leadership focus next?

Statistical surveys help measure how well a cooperative is delivering in the areas that matter most.

Most helpful for:

- Strategic planning
- Benchmarking
- Board discussions
- Tracking trends

PRO TIP

Keep in mind, statistical surveys are designed for reliable measurement and they’re not typically intended for individual follow-up or targeted outreach.



2. Data Collection Surveys

Data gathering surveys are typically distributed to the full membership, with topics tailored to the cooperative’s current priorities and needs.

While they may include satisfaction or opinion-based questions, their primary purpose is broader and more strategic.

The goal is to build and maintain a named member data warehouse—capturing information at the individual level that can support future targeted communication and long-term planning.

They can help you:

- Update contact information
- Develop a current member profile
- Capture preferences, interests, and program opportunities
- Strengthen segmentation for more relevant outreach

Over time, this becomes a data infrastructure you can continually rely on for communication and planning.

Most helpful for:

- CRM updates
- Audience segmentation
- Communication planning
- Long-term data strategy

3. Touchpoint Surveys

Touchpoint surveys are short surveys triggered by specific member interactions.

Common examples include:

- Member service interactions (e.g., service orders, bill payments)
- Energy efficiency audits and rebate participation
- Member service setup, transfers and anniversaries
- Right-of-way work and outage restoration
- Post-event follow-up (e.g., annual and district meetings)

These surveys help monitor satisfaction trends, identify service concerns quickly, and evaluate operational performance.

Most helpful for:

- Operational improvement
- Member experience management
- Employee coaching
- Identifying friction points





FROM FEEDBACK TO ACTION

Each survey type plays a different role:

- Statistical surveys show overall performance.
- Data gathering surveys strengthen your understanding of members.
- Touchpoint surveys reveal how interactions are experienced.

PRO TIP

Surveys work best when they are *connected to action*.

The goal isn't simply to measure sentiment—it's to understand loyalty, identify risk, and respond intentionally.



Work backwards: *What issue could help be solved with more survey data?
And what type of survey would work (statistical, data collection, or touchpoint)?*

Where Net Promoter Score (NPS) Fits

We recommend incorporating Net Promoter Score (NPS) across most survey types—particularly statistical and touchpoint surveys.

NPS provides a consistent way to measure loyalty and advocacy over time. But its value goes beyond the score itself.

NPS becomes powerful when:

- Promoters, passives, and detractors are clearly identified
- Individual names are captured—not just averaged into a score
- Categories are maintained in a working database
- Detractors are flagged for follow-up
- Trends are reviewed consistently
- Ownership is clearly defined

It's not just about calculating a number.

It's about knowing:

- Who your promoters are
- Who may be at risk
- How those groups are shifting
- What action is being taken

When integrated into your CRM or member database, NPS becomes a loyalty management tool—not just a reporting metric.

A Strategic Perspective

The strongest survey strategies tend to:

- Align survey efforts with organizational priorities
- Avoid over-surveying members
- Connect insights across survey types
- Establish clear ownership for follow-up
- Use findings to drive decisions—not just reports

Use the Survey Strategy Audit to help you evaluate your overall survey strategy—including how different survey types are working together and how metrics like NPS are being managed and used within your organization.



Survey Strategy Audit

This worksheet is designed to help you evaluate how surveys are currently supporting your cooperative—and where there may be opportunities to strengthen alignment, insight, and impact.

There are no right or wrong answers. The goal is clarity.

Where Are We Today?

1. Which types of surveys are you currently using?

☐ Statistical (sample-based, overall performance)

☐ Data Gathering (full membership profile / data updates)

☐ Touchpoint (interaction-based feedback)
2. How frequently are you conducting surveys (any kind)?

☐ Daily

☐ Quarterly

☐ Weekly

☐ Bi-annually

☐ Monthly

☐ Annually (or longer)
3. What decisions are currently influenced by survey data?
4. Where does survey data tend to have the most impact?

☐ Board discussions

☐ Marketing/communications

☐ Strategic planning

☐ Currently limited impact (or none)

☐ Operations

☐ Other

Evaluating Survey Types

Statistical Surveys

5. When was your last statistically reliable survey conducted?

☐ Within the last few months

☐ More than a year ago

☐ Sometime last year

☐ Can't remember ever doing a survey
6. How confident are you in your understanding of overall member satisfaction?

Not confident

☐ 1

☐ 2

☐ 3

☐ 4

☐ 5

Very confident
7. What trends are you actively monitoring?

Data Gathering Surveys

8. How current is your member contact and profile information?

☐ Very current

☐ Needs updating

☐ Somewhat current

☐ Unsure
9. What information would strengthen your communication strategy?
10. Are you using survey data to segment or personalize outreach?

☐ Yes

☐ In limited ways

☐ Not currently
11. What opportunities exist to strengthen your data foundation?

Touchpoint Surveys

12. Which interactions currently trigger feedback?

☐ Member service interactions (e.g., service orders, bill payments)

☐ Energy efficiency audits and rebate participation

☐ Member service setup, transfers and anniversaries

☐ Right-of-way work and outage restoration

☐ Post-event follow-up (e.g., annual and district meetings)
13. Where are you seeing friction in the member experience?
14. How quickly are low scores or concerns addressed?

☐ Immediately as they are received

☐ Monthly

☐ Within a few days

☐ Inconsistently (when I remember)

☐ Weekly

☐ Rarely
15. Who owns follow-up?

☐ Just me (but I wear a lot of hats)

☐ Member service representatives

☐ Communications department

☐ Management
- Net Promoter Score (NPS) Survey
16. Are you currently measuring NPS?

☐ Yes—across multiple survey types

☐ Not currently

☐ Yes—in limited ways

☐ Unsure
17. Where is NPS included?

☐ Statistical surveys

☐ Employee surveys

☐ Touchpoint surveys

☐ Across all survey types

Leveraging NPS Data

18. How are promoters, passives, and detractors tracked?
- ☐ Not formally tracked
- ☐ Spreadsheet
- ☐ Summary reports only
- ☐ Dashboard
- ☐ Integrated into CRM/member records
19. Is there an active, working list of detractors?
- ☐ Yes—consistently maintained
- ☐ No
- ☐ Sometimes
- ☐ Unsure
20. Who is responsible for maintaining and reviewing this data?
-
21. Are detractors flagged for follow-up?
- ☐ Always
- ☐ Sometimes
- ☐ Rarely
- ☐ Never
22. How actively are NPS trends used in decision-making?
- ☐ Regularly and tied to action
- ☐ Tracked but rarely discussed
- ☐ Reviewed but inconsistently acted on
- ☐ Collected but not used
23. Do NPS insights impact planning and communication?
- ☐ Yes
- ☐ No

Alignment & Next Steps

24. What is ONE practical improvement you could implement in the next 6–12 months?
-
-
-
-



What would a **strong, disciplined survey strategy** look like one year from now?

NPS Booster Initiative

Increase NPS while building a list of advocates

The NPS Booster Program is Inside Information’s proven approach for increasing Net Promoter Score and building a growing, maintained list of engaged promoters.

Through targeted NPS surveys, insight analysis, and strategic communication campaigns, we help cooperatives turn member feedback into stronger relationships and long-term advocacy.

How the NPS Booster Process Works

1. **Measure Member Sentiment**
- We begin with a short Net Promoter Score (NPS) survey to establish a baseline and understand how members feel about your cooperative.
2. **Identify Key Insights**
- Inside Information analyzes survey responses to uncover the factors driving member satisfaction. Our analysis highlights opportunities to strengthen engagement and improve the member experience.
3. **Activate Targeted Engagement**
- Using these insights, we develop targeted communication strategies designed to reinforce the value of your organization and strengthen relationships with engaged members. Campaigns may include:
- Strategic email outreach
 - Social media messaging
 - Print and digital communications
 - Member-focused engagement initiatives
4. **Track Progress and Improve**
- Follow-up surveys measure the impact of engagement efforts and track improvements in member sentiment. By continuing this cycle, our clients can monitor progress, refine communication strategies, and continually strengthen member loyalty.



The Result

The NPS Booster Plan helps cooperatives turn member feedback into a long-term engagement asset, gaining:

- Higher Net Promoter Scores
- A growing, maintained list of engaged promoters
- Stronger member relationships and increased advocacy
- Data-driven strategies for continuous improvement

Event Planning

Events are a powerful way to connect with members and customers—whether you’re introducing fiber, sharing electric programs, or building community relationships.

Use this worksheet to help plan, promote, execute, and evaluate successful events.

Planning: Communication calendar, timeline, assigned responsibilities

Promotion: Pre-event emails, social media, website announcements

Engagement: Polls at event, Q&A opportunities, interactive elements

Feedback: Post-event surveys, participation metrics, lessons learned

Event Types to Consider

Open House / Community Event

- Invite members to learn about programs, meet staff, and ask questions
- Great for fiber launches or energy education

Business or Key Account Roundtable

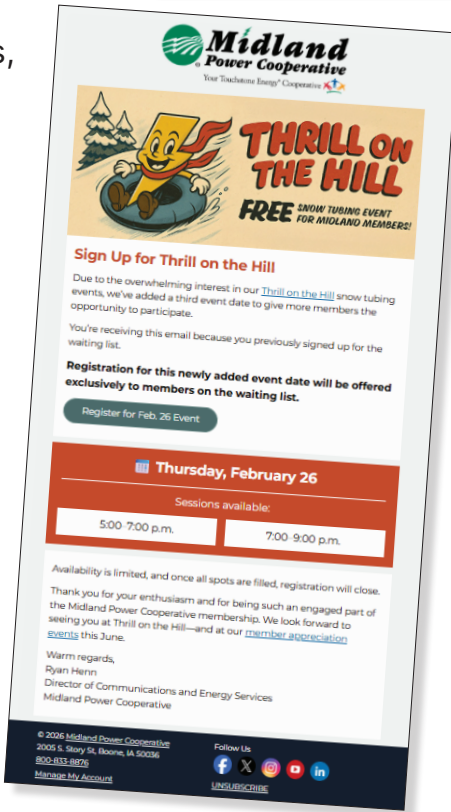
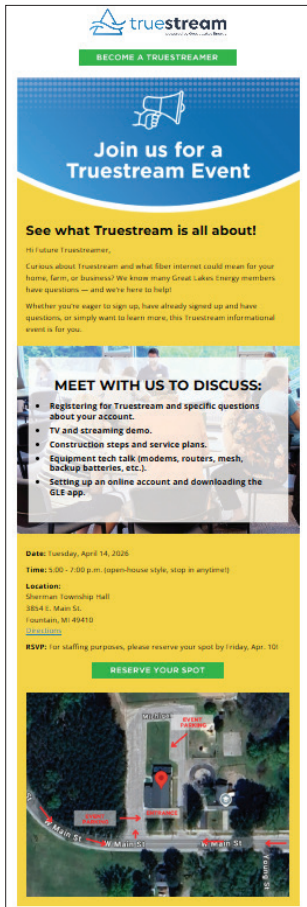
- Focused discussions with commercial members or large power users
- Used to gather insights and strengthen relationships

Educational Workshops

- Teach members about energy efficiency, electric programs, or broadband services
- Position co-op as a trusted source of energy knowledge

Construction or Project Updates

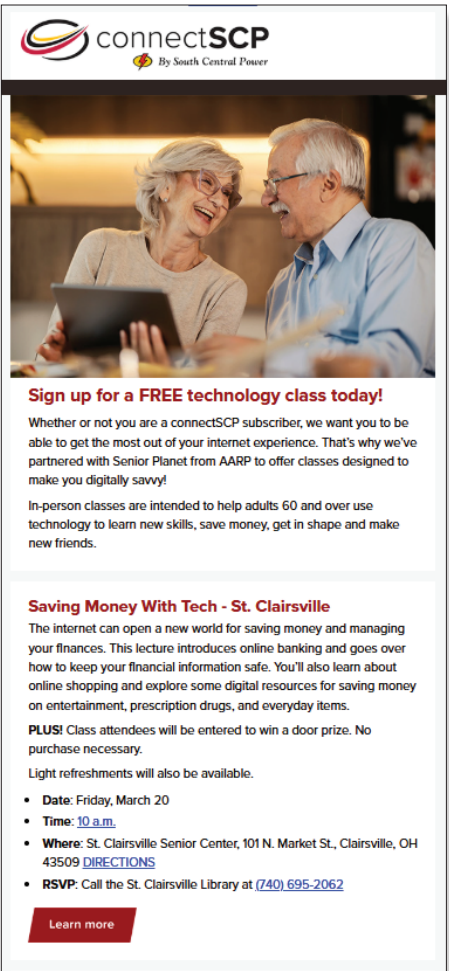
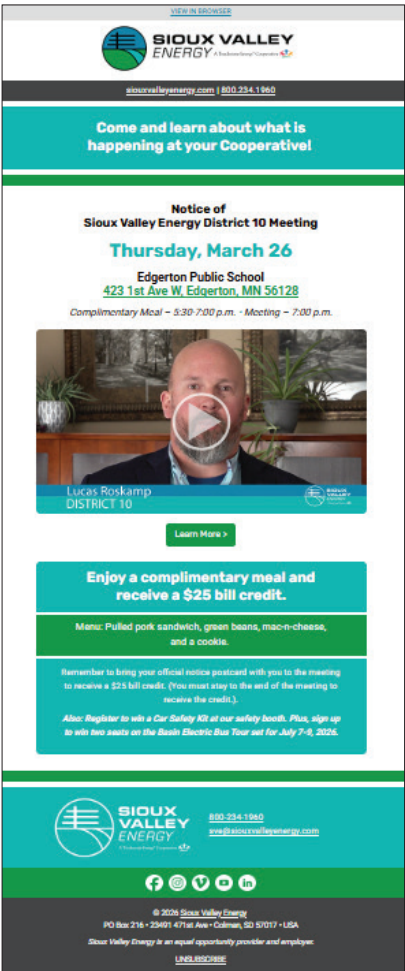
- Events that inform members about infrastructure improvements, timelines, and service availability
- Gives a low-pressure opportunity to sign up for products or services



PLAN	PROMOTE	ENGAGE	EVALUATE
• Checklist • Roles • Timeline • Deadlines set • Periodic check-ins	• Emails • Social media • Bill inserts or mail • Community outreach	• Polls • Q&A opportunities • Employee interaction	• Surveys • Metrics • Improvements • Trends

How can surveys and events work together to strengthen engagement?

What communication channels reach your members most effectively?



Electric Business Members

Have you thought about your electric business members differently than residential members? Businesses rely on electricity for productivity, revenue, and customer service. This worksheet helps explore how cooperatives can better understand, communicate with, and support commercial members.

- Business Priorities:** Reliability, uptime, power quality
- Operational Needs:** Equipment loads, operating hours, backup power
- Targeted Communication:** Business enews, chamber outreach, direct engagement
- Data Insights:** Industry type, employees, energy usage, facility size

Business Member Personas

Local Retail Shop / Small Businesses

- Relies on electricity for POS systems, lighting, refrigeration, and customer experience
- Needs outage communication and energy efficiency support

Manufacturing / Industrial

- High energy usage and demand charges
- Needs reliability, power quality, and efficiency solutions to control operating costs

Professional Services

- Depends on consistent power for technology, cloud services, and communication tools
- Interested in energy efficiency and predictable energy costs

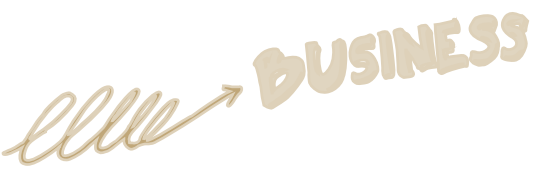
Key Accounts / Large Power Users

- Large commercial or industrial members with significant energy demand
- Often require dedicated account management, demand management strategies, rate education, and proactive communication around outages or system changes

Community Anchor Institutions

- Schools, hospitals, government buildings, and public safety facilities
- Critical infrastructure that depends on reliable power and communication during emergencies. Strong partners for community programs and resilience planning

MEMBER DATA	SEGMENT BUSINESSES	TARGETED PROGRAMS	MEMBER VALUE
• Usage • Industry • Size	• Retail • Industrial • Key Accounts • Institutions	• Efficiency • Rebates • Outreach • Key Account Support	• Savings • Reliability • Retention • Community Impact



What is your co-op doing to communicate with commercial and business accounts?

GLE Next

As a strong local community and business leader, we invite you to apply for GLE Next. GLE Next provides an immersive, day-long experience for those interested in learning more about Great Lakes Energy and the impacts the electric cooperative has in the communities we serve. We also encourage you to share this opportunity with fellow community leaders.

Two sessions will be held, from 9:00 A.M. - 3:00 P.M., with lunch provided.

Thursday, Mar. 19, 2026
Great Lakes Energy
1323 Boyne Ave.
Boyne City MI 49712
[DIRECTIONS](#)
Application deadline: Feb. 27

Thursday, Apr. 23, 2026
Great Lakes Energy
1 Cooperative Center Dr.
Newegg MI 49337
[DIRECTIONS](#)
Application deadline: Apr. 3

The GLE Next program covers topics such as:

- The structure and culture of GLE
- System, electrical, and fiber operations
- Metering
- Trustream fiber internet
- Energy Wise
- Community programs and impact
- Board of Directors election and roles

Ideal participants would have Great Lakes Energy as their provider, but it is not necessary. Space is limited. Interested in participating?

[APPLY TODAY](#)

If you have questions, please reach out to [Kari Castaneda](#) for more details.

Our mission is to deliver reliable electric service at the best possible value for rural Michigan members.
© 2026 Great Lakes Energy

The GLE Next program invites local business members in to learn more about the cooperative.

Meet Your Account Representative

We're excited to introduce you to Ward Robinson, your Key Account Representative at Oak Hill Electric Cooperative. His role is to ensure your business receives the attention and support it deserves.

As a valued member of the cooperative, your representative ensures your business interests are represented, and your voice is heard in cooperative decisions. Whether it's addressing your energy needs, planning for growth, or answering questions, your representative is here to help.

Don't hesitate to reach out if you have any questions or concerns!
Ward Robinson
Your Dedicated Account Representative
888-555-1234 ext. 397
WardRobinson@oakhillelectric.org

Follow us for tips, updates, and more!

We know reliable power is vital to your operations.

That's why we invest in continuity of service and build redundancy into our systems to minimize the risk of outages.

In the rare event of an emergency or power disruption, your business receives priority restoration. Our crews are prepared to respond quickly, ensuring you can get back to business with minimal downtime.

Your success is our priority, and we are committed to keeping your power strong and dependable. Rest assured — we are here for you when it matters most.

Are you looking for generator or back-up power supply solutions?

We can help! Please contact our team today so we can create a specialized power needs plan made specifically for your business.

We also offer efficiency programs and commercial rebates.

[Learn More](#)

We Value Your Business

Your partnership means a great deal to us, and we're committed to providing safe, reliable and affordable power to your business.

[Learn More About Our Key Account Program](#)

Specialized Account Services

As a Key Account, you'll receive specialized account services to ensure you're getting the best possible rates, clear communication and priority service should you experience any electric system issues.

Rate Schedule Coordination

We review your rate profile in detail, explaining how it's structured and designed for your business needs. By analyzing your energy usage patterns, we identify opportunities to optimize costs and maximize benefits. Our goal is to ensure you fully understand and leverage your rate class to its greatest advantage.

Commercial Rebates & Other Incentives

Effectively manage energy use and lessen the impact of increasing power costs with commercial rebates that help your business purchase and install electric energy-saving equipment.

Capital Credits

As a member of Oak Hill Electric Cooperative, you'll earn annual capital credit allocations based on your energy usage. These credits represent your share of the cooperative's margins and are returned to you over time.

Sample key accounts email series

Legislative Services

Turning Member Data into Advocacy Power

Build a Ready-to-Activate Advocacy System

Legislative issues directly impact electric cooperatives but many aren't set up with a system ready when action is needed.

Cooperatives often underestimate the value of their member database. In reality, it represents a powerful grassroots asset—a built-in network of verified constituents who will respond when informed and engaged.

Inside Information helps cooperatives turn that data into a structured advocacy framework that enables rapid, coordinated activation at the district level.

Grassroots engagement doesn't replace lobbying efforts—it strengthens them. When legislators hear directly from their own constituents, influence increases and outcomes improve. And advocacy isn't only for tense legislative moments. The same platform can be used to thank legislators for their support, share educational updates, and build positive, long-term relationships.

Our process is built around four core steps:

STEP 1: Append & Enrich Member Data

- Append state and federal legislative districts to member records
- Audit and enhance contact data, including email segmentation
- Quantify member and email counts by legislative district

STEP 2: Create Legislative Profiles

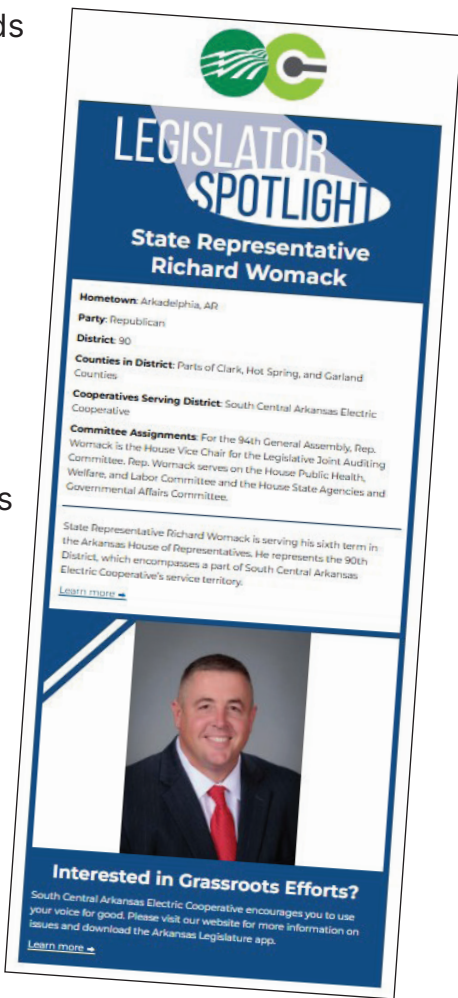
- Compile legislator summaries (party, committees, etc.)
- Map district overlap with cooperative territory
- Calculate member accounts and available emails within each district

STEP 3: Develop the Advocacy Platform & Templates

- Build branded “Take Action” email templates and petition pages
- Integrate legislator contact listings into the activation platform
- Establish approval workflows for rapid deployment

STEP 4: Launch Targeted Member Activation

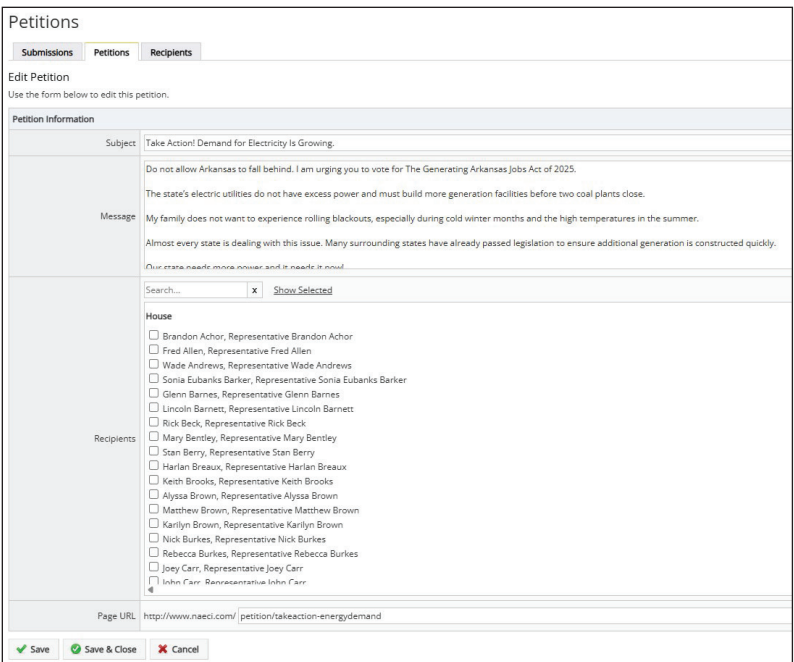
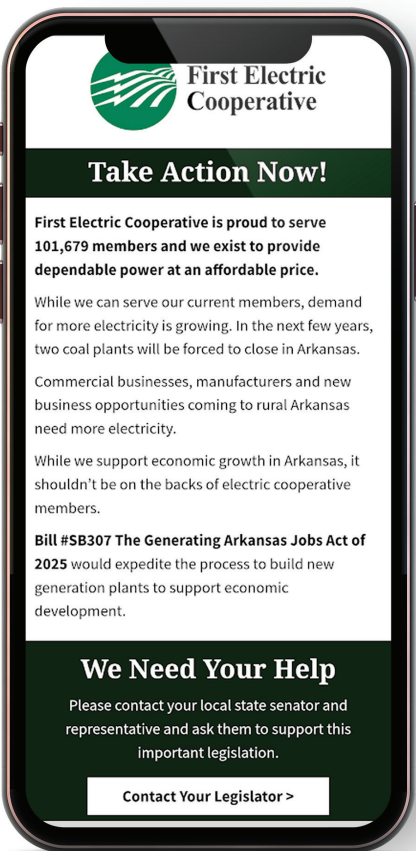
- Deploy district-specific advocacy emails
- Customize messaging by issue or chamber
- Track engagement and report results in real time



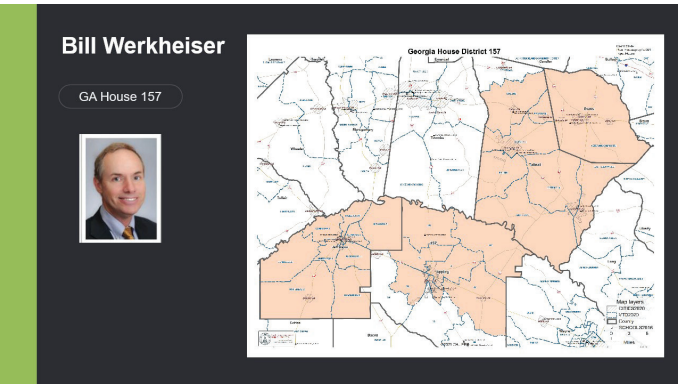
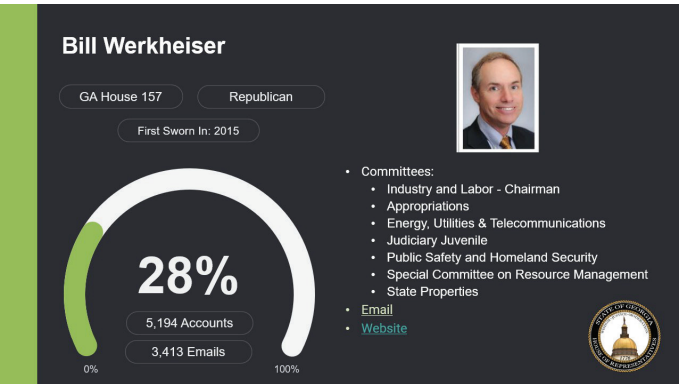
Strategic Impact

A structured advocacy system gives cooperatives:

- Clear visibility into district-level influence
- Faster campaign deployment during legislative activity
- Credible constituent data to support lobbying efforts
- A growing network of engaged member advocates
- The ability to communicate proactively—not just reactively



Vortex makes set up easy



Legislator profile slide deck

Legislative Services

Is Your Cooperative Ready to Activate?

Legislative issues don't wait for preparation.
Use this worksheet to assess your current advocacy readiness.

Data & District Visibility

1. Do you know:
- ☐ How many members live in each state legislative district?
 - ☐ How many verified email addresses you have by district?
 - ☐ Which districts represent your highest advocacy potential?
 - ☐ Whether your database includes appended legislative districts?

2. Notes or data gaps identified:

Legislator Intelligence

3. Do you currently have:
- ☐ A summary of all legislators representing your service territory?
 - ☐ Committee assignments and leadership roles documented?
 - ☐ Visibility into district overlap with your membership?
 - ☐ Email totals by legislator district available?

4. Which legislators are most strategically important to your cooperative?

Advocacy Infrastructure

5. If a legislative issue emerged **tomorrow**:
- ☐ Do you have pre-built advocacy email templates?
 - ☐ Do you have a petition or activation platform ready?
 - ☐ Is your approval workflow defined and documented?
 - ☐ Can you launch within 48 hours?

6. What would slow you down **today**?

Engagement Strategy

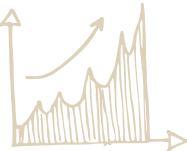
7. How are you currently using member communication in legislative efforts?
- ☐ Only during urgent issues
 - ☐ Occasional educational messaging
 - ☐ Thank-you / recognition messaging
 - ☐ Ongoing advocate segmentation
8. Where could your approach evolve?
-
-

Your Next Step

9. Based on this assessment, what is your highest priority?
- | | |
|---|--|
| ☐ Append legislative districts | ☐ Develop legislator profiles |
| ☐ Improve database quality | ☐ Create structured approval workflow |
| ☐ Build advocacy templates | ☐ Establish long-term engagement strategy |
10. Target timeline:
-
11. Internal Lead:
-

Conclusion

12. If you needed to activate members this week, how confident are you?
Not confident ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 *Very confident*
13. What is your plan to improve readiness?
-
-
-
-
-



Data Append

We can help you with additional demographic information!

Purchasing data is a powerful way to enrich your existing residential and commercial records with valuable data points that support deeper analysis and more effective communication.

By appending additional information—such as age, demographics, and firmographic details—you can better segment your audience and communicate more effectively.

Where does the data come from?

Our data is compiled from a combination of:

- Public records
- Property and deed filings
- Census-derived modeling
- Consumer surveys
- Transactional and behavioral data sources
- Proprietary data partnerships
- Aggregated third-party data providers
- Dun & Bradstreet (business data)

All data is compiled and modeled in compliance with applicable privacy and data regulations.



By South Central Power

[Check Availability](#) [Contact Us](#) (740) 422-6842

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your grandkid
has ever seen!





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Offer valid until 11:59 p.m. on October 31, 2025.

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Stream TV, work, learn and keep the connections that matter most without surprise fees.

As your local internet provider, we'll provide you with fast, reliable internet and we'll help you thrive online with free tech classes and workshops.

Add an unlimited local and long-distance voice plan for only \$30/month.



By South Central Power

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Get connected to connectSCP, your local internet provider!

As your local internet provider, we are committed to providing best-in-class internet — without the gimmicks and hefty prices of other internet providers.

This network will bring a world of opportunity into your home with unmatched speeds and reliability — all at a great value.

Add an unlimited local and long-distance voice plan

EXAMPLE
Over age 60 and under 60 segmented targeted messaging

RESIDENTIAL	COMMERCIAL
Bundle price: \$85 per 1,000 matched records Expected match rate: 70-80% The following demographic and household attributes are included: • Exact age • Estimated income • Gender • Marital status • Presence of children • Gender/age of children • Property type • Residential (apartment, condo, mobile home) • Homeowner/renter status • Length of residence • Occupation • Estimated home value	Bundle price: \$165 per 1,000 matched records Expected match rate: 50-70% (\$650 minimum) The following business attributes are included: • Geography • Sales volume • Minority owned • SIC (business type) • Year started • Number of employees • HQ / branch indicator

What does “match rate” mean?

Match rate refers to the percentage of records submitted that can be successfully matched to the external consumer database.

Typical match rates range from 70–80%, depending on:

- Data quality
- Completeness of name and address fields
- Recency of the file
- Suppression requirements



Quick Reflection

Think about how external data could support your co-op’s initiatives or communication strategies:

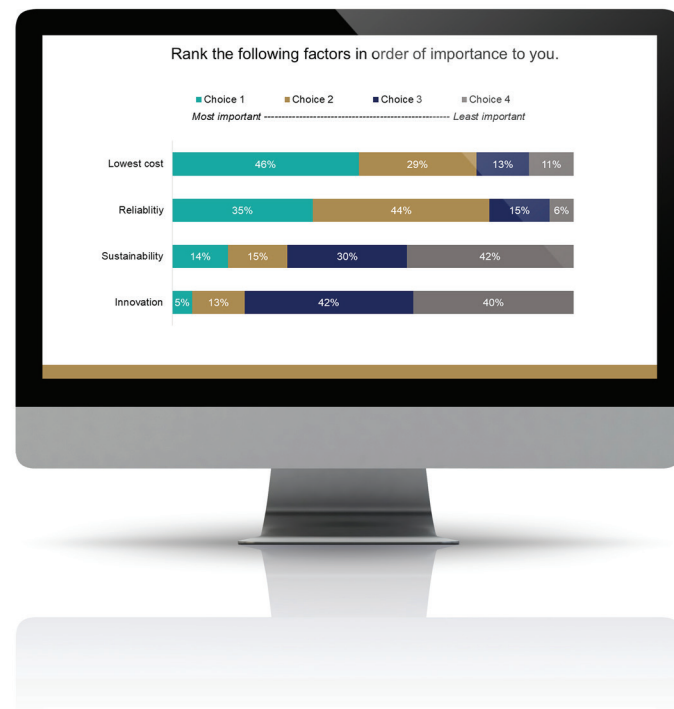


Benchmarking & Reporting

Know where you stand. Act with confidence.

At Inside Information, our reporting is designed to give you clear, actionable insight into your member experience. We believe that great research should do more than deliver data—it should help you understand where you stand with your members and your peers, and give you more time to act on what matters most.

Our reporting tools transform survey feedback into meaningful insights through board-ready reports, interactive dashboards, and benchmarking tools that help organizations quickly identify strengths, opportunities, and trends.



Board-Ready Reporting

We know your time is valuable. That's why our team develops clear, professional reports and presentations designed for leadership and board discussions.

Our reporting includes:

- Customized slide decks tailored to your organization's needs
- Key findings and strategic insights
- Visual summaries of trends and performance
- Actionable recommendations to support decision-making

Our goal is simple: deliver insights that are easy to understand, easy to share, and easy to act on.

Interactive Dashboards

Interactive dashboards provide real-time access to your survey results, allowing you to explore the data in ways that matter most to your organization.

With our dashboards, you can:

- Track touchpoint survey results and trends over time
- View member feedback and open-ended comments for follow-up
- Filter results by key segments or member groups
- Monitor performance changes and emerging themes

These dashboards empower your team to quickly identify opportunities and take action.

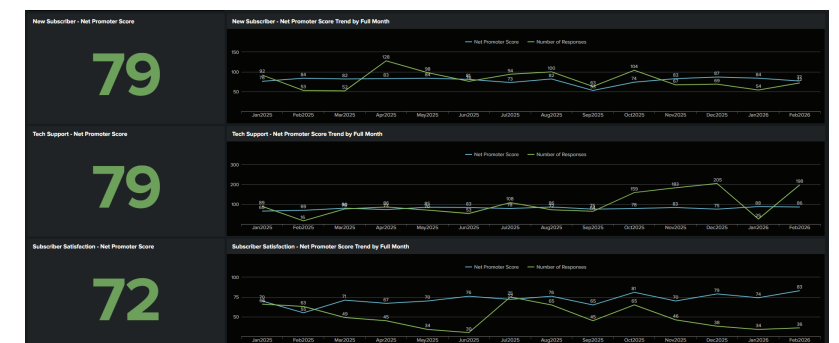
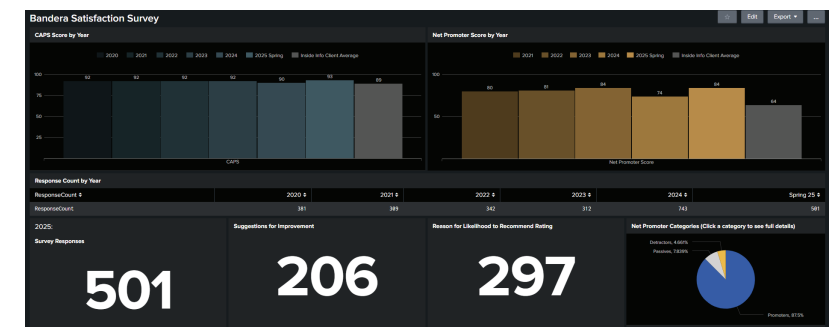
Benchmarking Insights

Understanding your results in context is critical. Our benchmarking dashboards allow you to compare your performance against peer organizations and industry benchmarks.

This helps you:

- See how your organization performs relative to peers
- Identify areas where you lead and where improvement is possible
- Set data-driven goals for member experience

Benchmarking ensures that your insights are not just informative—they are strategic.



Strengthening Right-of-Way Communication

Project Snapshot

To support right-of-way maintenance efforts, Jackson EMC (JEMC) launched a proactive, multilingual member communication program designed to notify members before work began and gather feedback upon completion.

The coordinated outreach process includes:

- Pre-work **multilingual** mailers
- Pre-work email notifications
- Post-work member survey
- Ongoing reporting and response monitoring

As maintenance crews moved across service areas, notifications and surveys are deployed in alignment with work schedules, allowing JEMC to consistently inform members and capture feedback.

Impact

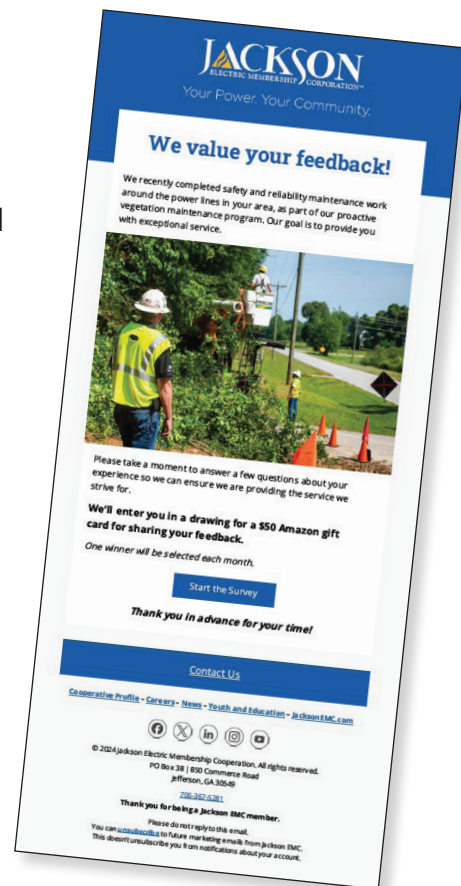
Estimated 90% Reduction in Member Contact

Following implementation of proactive outreach, JEMC's operations department estimated a 90% reduction in inbound member contact related to right-of-way work.

Additional impact:

- Increased member awareness prior to field activity
- Real-time tracking of member sentiment
- Direct follow-up on specific concerns
- Strengthened community trust and positive public perception

By shifting from reactive response to proactive, inclusive communication, JEMC reduced operational strain while improving the overall member experience.



Updating Member Contact Data



Project Snapshot

Grundy County REC launched a member contact update campaign to improve the accuracy of phone numbers and email addresses on file.

The outreach included both an email and direct mail component, encouraging members to verify or update their information for a chance to win a \$50 bill credit. Multiple response channels—including digital, mail, in-office, and annual meeting participation—made it easy for members to engage.

Impact

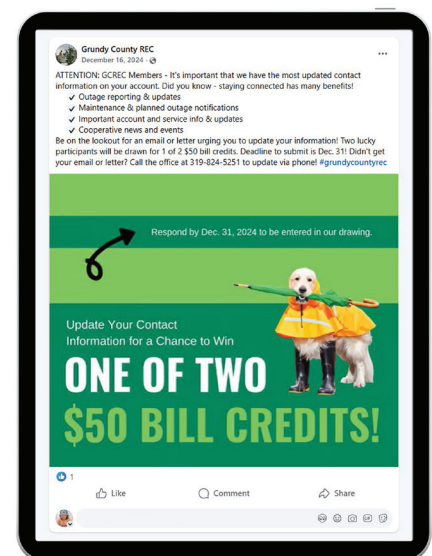
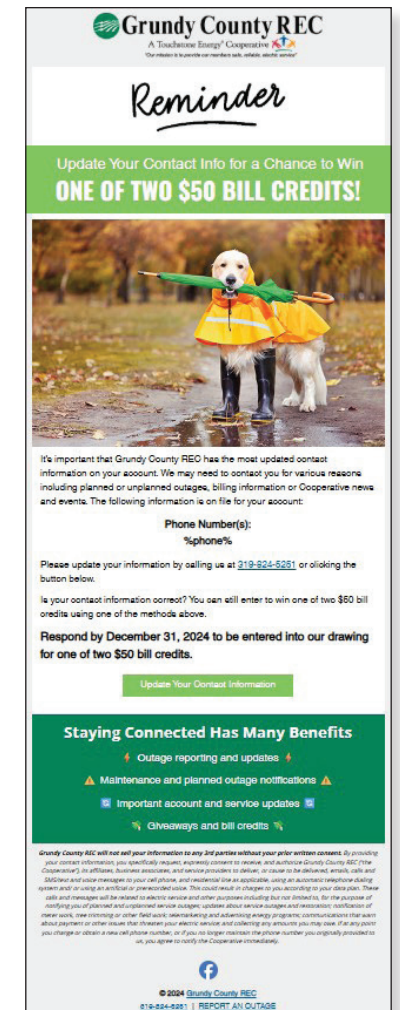
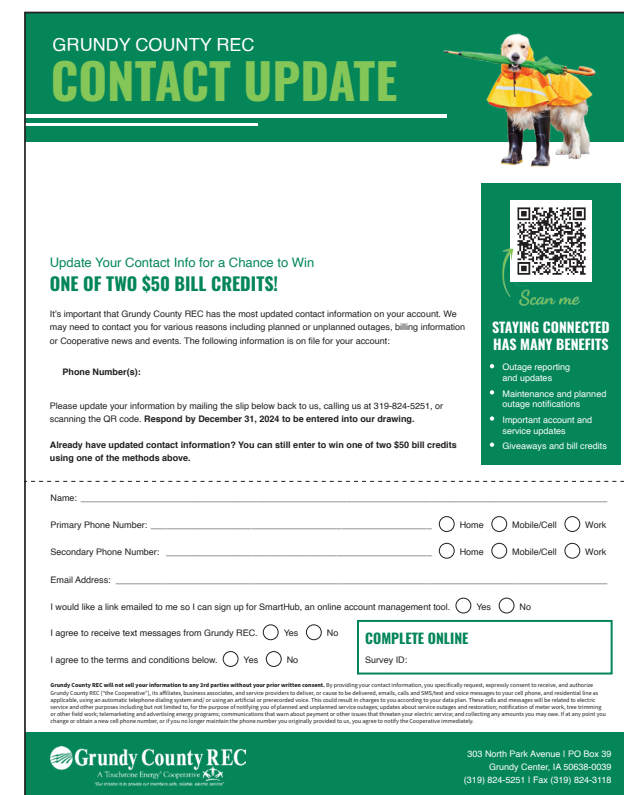
Big Leap in Availability of Member Contact Information

From the initial campaign launch (excluding the later resend), Grundy County REC added:

- 473 new, verified phone numbers
- 166 new, verified email addresses

In addition, numerous members confirmed their existing information, further strengthening overall database accuracy.

By combining incentive-driven outreach with multi-channel response options, the cooperative significantly improved member data quality and enhanced its ability to communicate effectively moving forward.



Increasing Paperless Billing Adoption



A Touchstone Energy® Cooperative

Project Snapshot

Pioneer Electric launched a campaign encouraging members to switch to paperless billing, reducing print and postage costs while promoting environmental stewardship.

Printing and mailing bills costs approximately \$8.40 per member annually—an amount that continues to rise with postage increases. With roughly 15,000 members, the long-term savings potential is substantial.

The outreach features ongoing email promotions highlighting:

- A \$5 incentive for each member who enrolls
- A monthly \$100 bill credit drawing
- A commitment to plant one tree for every 100 members who switch

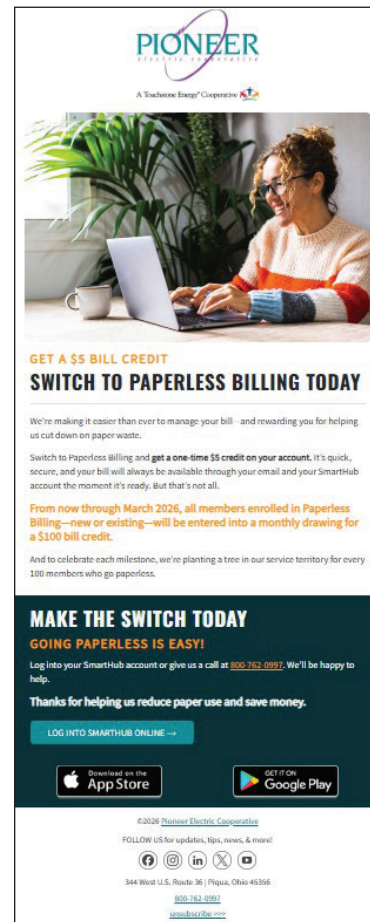
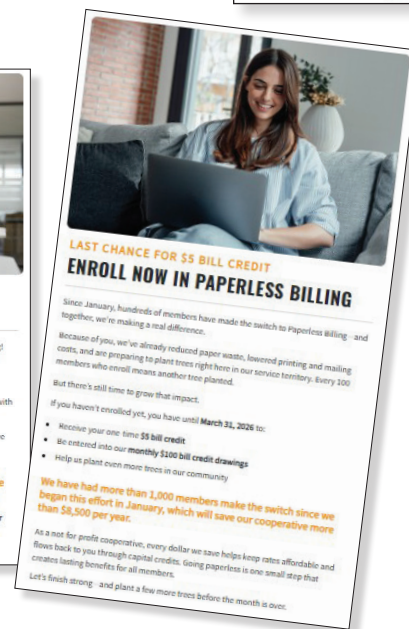
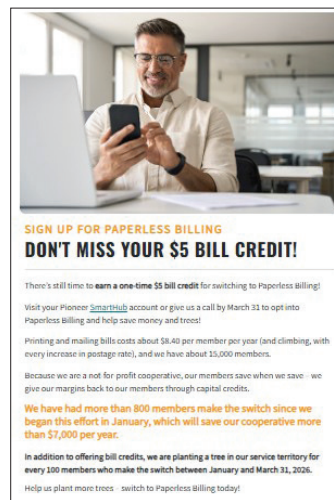
The campaign continues to build momentum through consistent promotion and clear member benefits.

Impact

First Month Results

- 800 members converted to paperless billing
- Estimated \$7,000 in annual cooperative savings

At \$8.40 per member annually, each additional conversion compounds savings year over year. Beyond measurable cost reduction, the campaign supports long-term operational efficiency while reinforcing Pioneer's sustainability commitment.



Leveraging NPS to Build Long-Term Member Promoters



C&L Electric Cooperative Corporation

Project Snapshot

C&L Electric implemented a structured Net Promoter Score (NPS) strategy designed to measure member satisfaction, respond to feedback, and intentionally grow its base of engaged promoters.

The process included:

- Baseline NPS Survey to establish member sentiment
- Using detractor feedback to shape targeted email messaging
- Follow-up survey to measure improvement and track promoter growth

Rather than treating NPS as a one-time metric, C&L built a repeatable feedback loop—using insights to guide communication and strengthen member relationships over time.

Impact

NPS Increased from 41 to 54

Between the initial survey and Fall 2025 re-survey:

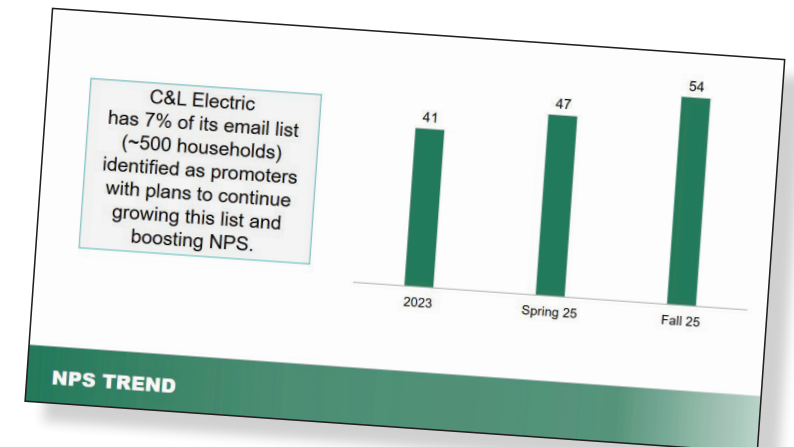
- Detractors decreased from 20% to 16%
- Promoters increased from 61% to 70%
- Overall NPS improved by 13 points

Most notably:

- **7% of C&L's total email list (~500 households) is identified as promoters**
- **A growing, segmented audience for long-term engagement and advocacy**

By moving beyond measurement to intentional engagement, C&L Electric not only improved its NPS score but also built a strategic list of promoters that can be cultivated for testimonials, referrals, and ongoing communication.

This approach positions the cooperative to continuously strengthen member satisfaction while expanding its base of vocal supporters.



Building Demand Through Strategic Marketing



Project Snapshot

JCE Fiber was preparing to accelerate subscriber growth across newly constructed fiber zones but lacked a structured marketing approach to drive awareness, improve penetration, and convert non-subscribers.

To support long-term growth, a comprehensive, three-part marketing framework was implemented:

1. Market Intelligence – Non-Subscriber Survey

A targeted survey was deployed to better understand adoption barriers and interest levels among households that had not yet subscribed.

2. Zone-Based Acquisition Marketing Program

A structured monthly email calendar was developed to increase penetration strategically by zone. Areas below 50% penetration receive coordinated marketing pushes, ensuring investment is focused where growth opportunity is greatest.

3. Construction-to-Launch Communication Series

A phased, three-part communication journey aligned with the fiber build lifecycle:

- Construction Notice
- Pre-Registration Campaign
- Now Available Announcement

This integrated approach aligned research, acquisition marketing, and construction communications—creating a repeatable system to support both current zones and future expansion.

Impact

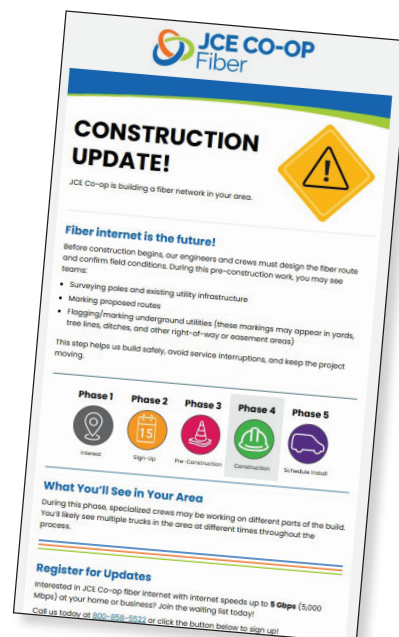
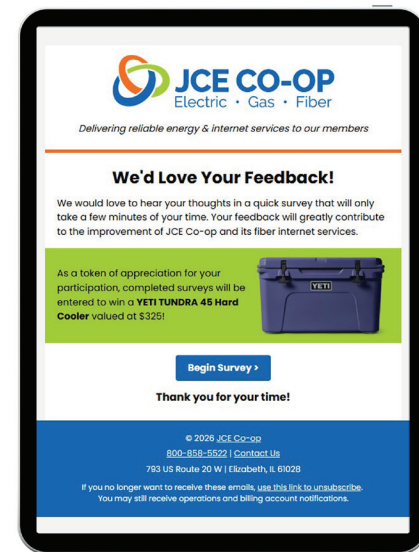
86% of Non-Subscribers Expressed Interest

Survey insights revealed:

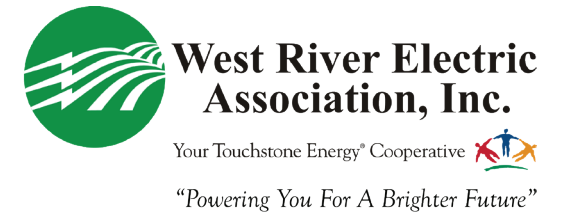
- 20% were unaware service was available in their zone
- Messaging required clearer positioning around price and reliability
- Demand existed—awareness and marketing execution were the primary growth levers

Broader Outcomes:

- Clear validation of strong, untapped demand
- Precision marketing focused on under-performing zones
- Improved coordination between construction and marketing teams
- A scalable, repeatable acquisition framework for future expansion



Growing Digital Engagement Through Publication Conversion



Project Snapshot

West River Electric Association launched an ongoing campaign encouraging members to switch from the printed version of their statewide publication to a digital edition.

The initiative was designed to reduce printing and postage costs while expanding digital communication reach. Members were invited to enroll in the digital version through coordinated outreach and ongoing promotion.

By providing a simple enrollment process and clear messaging around convenience and accessibility, the cooperative continues to build momentum toward increased digital adoption.

Impact

1,255 Members Enrolled in Digital Publication

Through the ongoing campaign:

- 1,255 members converted to the digital version
- Estimated \$14,500 in annual printing and postage savings

Beyond cost savings, the initiative strengthens West River's digital communication channel, allowing the cooperative to reach members more quickly and efficiently while reducing reliance on printed materials.



Activating Member Advocacy Through a Targeted Outreach Platform



Project Snapshot

Poudre Valley REA partnered with Inside Information to implement and customize an advocacy platform designed to engage members and connect them directly with elected officials on key legislative issues.

The system enables targeted outreach to members and provides a simple way for them to contact their representatives through coordinated email and petition-style campaigns. Members receive a call-to-action message explaining the issue and are invited to quickly send messages to their elected officials through the platform.

Poudre Valley is able to capture member-specific responses, providing valuable data for future analysis and targeted outreach.

Impact

1,095 Members Targeted – 105 Members Took Action

Through the initial campaign:

- 105 members responded to the advocacy request
- 1,959 total messages sent to legislators
- 25 elected officials received constituent outreach

By enabling members to easily contact their legislators, Poudre Valley REA amplified its grassroots voice and demonstrated direct constituent engagement on key policy issues.



Stand Up Speak Out

Send this message to Colorado legislators representing PVREA member-owners

Show Recipients (19) ▼

Personalize your message:

I am a member owner of Poudre Valley REA, a locally owned electric cooperative that provides essential electric service to families, businesses, and communities across your district. I'm writing to ask that you keep our cooperative and its members in mind when considering legislation that affects electric utilities.

Poudre Valley REA has a proven track record of delivering the lowest electric rates in Colorado, nationally ranked reliability, highly regarded member communications, and top-tier satisfaction reported by the members it serves.

Establishing a Strategic Fiber Communication Channel



Project Snapshot

Pea River Cooperative launched a dedicated fiber enews to support subscriber communication and drive ongoing engagement—introducing a more strategic approach to subscriber outreach.

The new monthly enews provides a consistent platform to connect with subscribers and promote key initiatives.

Each edition follows a repeatable framework, including:

- Referral opportunities to encourage growth
- Educational content to support service understanding and usage
- Sales and upgrade messaging to promote additional services

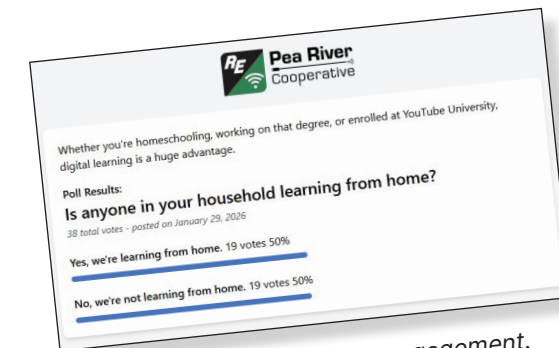
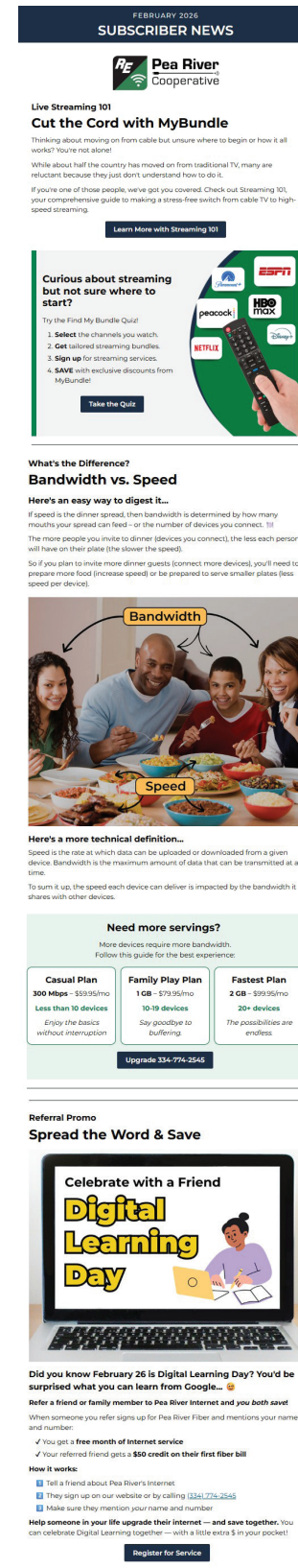
Impact

5,000+ Subscribers Reached Monthly

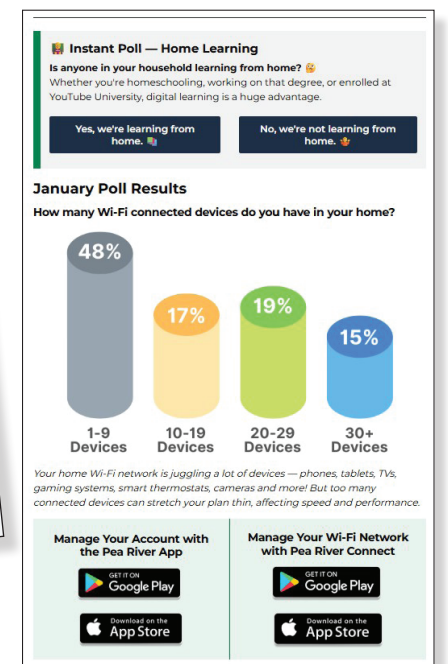
Through the ongoing campaign:

- Established a new, consistent communication channel
- Reaching 5,000+ fiber subscribers each month
- Standardized messaging with a repeatable monthly format

By implementing a strategic enews, Pea River Cooperative strengthened its ability to communicate with subscribers, support ongoing growth, and create a more consistent member experience.



Instant polls help drive engagement.





A Commitment Beyond the Work

Strategy, data, and communication are at the core of what we do at Inside Information, but people remain our priority. With this focus, we consider it a privilege not only to support our clients professionally, but also to pray for them.

Whether facing a complex challenge, planning for the future, or navigating day-to-day responsibilities, we would be honored to pray with you.



Feel free to share your request with a team member or submit through our prayer portal:

inside-info.com/prayers

Each request is received with care, treated with confidentiality, and lifted up intentionally. We have a standing prayer meeting Teams call at 12:30pm Central each Friday.

"Do not be anxious about anything, but in every situation, by prayer and petition, with thanksgiving, present your requests to God. And the peace of God, which transcends all understanding, will guard your hearts and your minds in Christ Jesus."

Philippians 4:6-7

A Benediction for the Work We Share

May the Lord who sees every plan and every path
guide the work of our hands and the intentions of our hearts.

Where there is striving, may He bring peace.

Where there is weariness, may He bring rest.

Where there are many plans, may He align them with His purpose.

May we remember that work itself is a gift from God,
and may the labor of our hands honor Him
as we serve others well.

For the people and places we serve,
may burdens grow lighter and hope grow stronger.

May every interaction be marked by grace
and every decision by wisdom.

May their good work prosper,
and may they be protected as the Lord watches over their coming and going,
now and forevermore.

May He go with us
into every field, every meeting, and every community,
so that the work we share may bring blessing
to all those entrusted to our care.

Amen.



inside-info.com

1st Edition

Member Impact Planning Guide

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Notes & Doodles





