MORE THAN A CAMPAIGN. A MISSION. PUBLIC POWER MATTERS.
MORE POWERFUL TOGETHER. A NEW WAY TO CONNECT WITH CONSUMERS.

Your utility provides more than energy. You deliver solutions. But do your consumers know the benefit of working with you versus a profit-driven utility?

The Northwest Public Power Association Board of Trustees asked for tools to help utilities communicate the value of public power to 21st century consumers. Ruralite Services joined forces with NWPPA, and the MORE POWERFUL TOGETHER revolution began. We started with consumer and utility leader focus groups. The MORE POWERFUL TOGETHER materials are rooted in these candid yet powerful conversations.

WE HAVE FOUR RESEARCH-BASED GOALS:
- 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.
- Make consumers feel like part of an on-going conversation.
- Be focused, succinct, and inspiring.

The resources are free for Ruralite Services and NWPPA members. Other electric cooperatives, public power districts and municipal utilities may join the effort and access these engaging, time-saving resources for a one-time fee.

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

NWPPA and Ruralite periodically release consumer engagement tools focused on one of four key messages:

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

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

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

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

MORE POWERFUL TOGETHER materials are available at www.nwppa.org and www.ruraliteservices.org.
USEFUL TOOLS

What kind of communication tools can utilities expect?
Show consumers why we are MORE POWERFUL TOGETHER with:

- Print ads (full page, half page, quarter page and sixth page)
- Social media content
- Leadership editorials
- Website messages
- On-hold/radio scripts
- Short videos
- Pop-up banner art for lobbies, community events
- Annual meeting speech
- PowerPoint template
- Art for shirts, buttons, car magnets

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
  - CMYK: 0 | 0 | 0 | 85
  - Hex: #DFE343
  - 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.

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READY TO ENGAGE?

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

MORE POWERFUL TOGETHER

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