



# ROAD TO MEMBER ENGAGEMENT



**This workshop helps co-ops understand that we are in an alliance and that the cooperative spirit is alive and well. One particular co-op employee told me he had been with the co-op for 15 years, and this was the best program he had ever seen.**

*- Sha Phillips, Marketing & Brand Supervisor  
East Kentucky Power, KY*

## Overview

Begin your member engagement journey with this 90-minute, onsite workshop that sparks discussion among all co-op employees about the cooperative difference.

- Educates co-op employees about the cooperative advantage and the power of the Touchstone Energy network.
- Uses group activities, videos and discussion to motivate employees to serve as champions for their co-ops in their communities.
- Delivered onsite at member cooperatives by a qualified member of our National Facilitation Team or your Statewide or Regional Member representative.
- A customizable version can be offered up to four times per day.

## Costs

Basin Electric offers this workshop as a member benefit. You can also check with your Regional Member to see if this workshop is being offered as a member benefit. You may also choose to hire one of Touchstone Energy’s facilitators for \$3,000. This fee includes travel, meals and workshop materials. The cost can be shared between co-ops.

## Questions/Scheduling

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**Learn more about The Road to Member Engagement by downloading the Touchstone Energy Experience**

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