

# NACHA DEVELOPS AN EFFECTIVE COMMUNICATIONS STRATEGY AMIDST A CRISIS

Developing a clear and comprehensive communications strategy to signal members' preparedness.

## THE CHALLENGE

*Communicate the preparedness of the ACH Network*

At the start of the pandemic, rapidly changing and conflicting information was being shared about how Economic Impact Payments, or stimulus payments, would be delivered to Americans.

"Our goal was to communicate to all the stakeholders involved that the ACH Network was ready for this historic event," says William Sullivan, Nacha's Senior Director and Group Manager, Government and Industry Relations. "Our message was that the ACH was ready for this major event and that the payments could be sent efficiently, safely, and quickly to Americans through Direct Deposit."

Nacha also needed to ensure that its members felt prepared to answer their member's questions about how and when stimulus payments would be delivered.

## THE PRO SOLUTION

*One platform to stay one step ahead*

With updates about the CARES Act and the delivery of stimulus payments changing daily, POLITICO Pro helped Nacha understand the impact to the ACH Network and got them up to speed quickly, so they could create an effective communications strategy.

*"POLITICO Pro's reporting gives us concise, yet comprehensive information in an easy to read format and be able to run with it," says Sullivan.*

Using POLITICO Pro's legislative and regulatory trackers, Nacha was able to stay informed. "From monitoring the legislation's proposal to passage, I was able to understand the intent Congress had for the stimulus payments, and then how Treasury was going to implement the program."

## THE IMPACT

*Coming together as "one voice"*

With the help of POLITICO Pro, Nacha was able to develop a comprehensive communications strategy to signal their members' preparedness for this event to the federal government. "We were able to help bring all the industry groups together with one voice, so Treasury wasn't overwhelmed with our questions or suggestions about how to handle payments. We were speaking as one voice," said Sullivan.

To date, the ACH Network has processed approximately 120 million Economic Impact Payments, or about 75% of the total Economic Impact payments to citizens under the CARES Act.

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# POLITICOPRO

## CUSTOMER WINS

- Able to make sense of rapidly changing news & information
- Developed a clear & comprehensive communications strategy
- Provided value and support to members amidst a crisis

## ABOUT NACHA

Nacha is a nonprofit organization that is the steward of the ACH Network, an electronic payment system that universally connects all U.S. bank accounts and enables Direct Deposit and other electronic payments. In 2019, 24.7 billion payments and nearly \$56 trillion in value moved across the ACH Network.

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