



**ENERGY EFFICIENCY
PROGRAM**
Community Partner

2024 Community Partner Marketing and Communications Toolkit

The Ameren Illinois Energy Efficiency Program wants to ensure our Community Partners have the resources needed to help customers save money and reduce their energy bill. This Communications Toolkit is designed to support our Community Partners with pre-approved digital content while providing your clientele with energy-saving information.

AmerenIllinoisSavings.com/Partner



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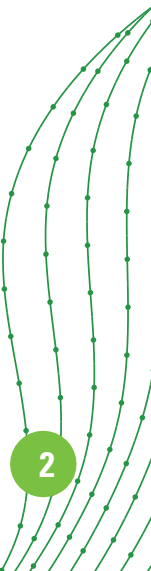
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Single-Family Home Efficiency Income Qualified Initiative (HEIQ)

Overview

The first step in determining how efficient a home is and where it might be wasting energy is through a FREE Home Energy Assessment. An Energy Advisor will review the home's energy performance, including a home's energy features and household energy consumption patterns.

[Learn More About HEIQ](#)

Eligibility

A residential customer is eligible for a free Home Energy Assessment through HEIQ if they meet the following qualifications:

- Live in a single-family home.
- Must be an Ameren Illinois residential customer heating their home with gas or electricity delivered by Ameren Illinois.
- Maximum gross annual household income is at or below the amount listed on the Income Qualification Chart.

[View the Income Qualification Chart](#)

Supporting Documentation Required Upon Application Submission

Upon submitting the application, the customer will receive an email with the following request:

- Need proof of income from one of the below:
 - Page 1 and 2 of their Federal 1040 income tax return that shows Gross Income.
 - Page 1, 2, and 3 of their Federal 1040-SR income tax return.
- If they do not file a tax return, alternative forms of income we accept are Social Security Statements, Pension Statements, Unemployment or Disability Statements. Please contact us at [1.866.838.6918](tel:1.866.838.6918) with any questions.
- Need proof of homeownership. Acceptable documents include: their most recent real estate tax bill, their Warranty Deed or their approved Homestead Exemption Form.
- If they rent their home, please complete the [Landlord Consent Form](#). Please be sure to include both the customer and their landlord's signature on the document.

Talking Points

- A Home Energy Assessment identifies ways to bring your home's energy efficiency up to its highest potential to reduce energy costs. This special, free offering is available to income qualified individuals throughout the Ameren Illinois service territory.
- Benefits of our Home Energy Assessment include:
 - **Energy Usage** — Understand how much energy your home is using and what appliances and products are using the most energy.
 - **Health and Safety** — Uncover hidden problems that could be wasting energy and making your home unsafe, like poorly insulated walls and improper ventilation.
 - **Savings** — Identify opportunities to receive energy-saving upgrades at little or no cost, such as improved insulation, heating equipment and ventilation.
 - **Free Energy-Saving Products** — During the Home Energy Assessment, receive FREE installation of energy-efficient products in your home, including LED lighting, faucet aerators and an advanced power strip.
- How a Home Energy Assessment works:
 - An Energy Advisor will conduct an on-site Home Energy Assessment of the home's energy usage.
 - The Energy Advisor will inspect the home for energy-saving opportunities as well as common health and safety improvements, including insulation, air sealing, ventilation and more.
 - After the Assessment is complete, the Energy Advisor will provide the customer with a customized report documenting the home's energy performance and what actions they can take to make their home more energy-efficient.
- To find out if you qualify, visit AmerenIllinoisSavings.com/Qualify.
- To find more information and apply, visit AmerenIllinoisSavings.com/SaveMoney.

Social Media Posts for HEIQ



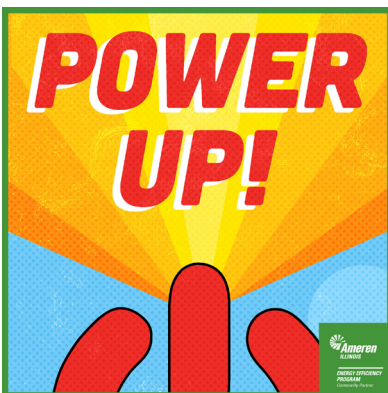
Social Post 1 - Text for post along with graphic:

Save money with a FREE Home Energy Assessment from the Ameren Illinois Energy Efficiency Program! For eligible customers, identify opportunities to receive energy-saving upgrades at little or no cost, such as improved insulation, heating equipment and ventilation. For more information, visit AmerenIllinoisSavings.com/SaveMoney.



Social Post 2 - Text for post along with graphic:

Eligible customers can receive a FREE Home Energy Assessment from the Ameren Illinois Energy Efficiency Program! Identify opportunities to receive energy-saving upgrades at little or no cost, such as improved insulation, heating equipment and ventilation. To find out if you qualify, visit AmerenIllinoisSavings.com/SaveMoney.



Social Post 3 - Text for post along with graphic:

Improve your home's comfort with a FREE Home Energy Assessment from the Ameren Illinois Energy Efficiency Program! For eligible customers, identify opportunities to receive energy-saving upgrades at little or no cost, such as improved insulation, heating equipment and ventilation. For more information, visit AmerenIllinoisSavings.com/SaveMoney.

General Informational Flyer

Click here to download a General HEIQ Information Promotional Flyer to share with your customers.



Smart Savers Initiative

Overview

Customers living in eligible ZIP codes can receive a FREE smart thermostat with FREE professional installation through the Smart Savers Initiative if they are an Ameren Illinois residential customer heating their home with Ameren Illinois delivered fuel, natural gas or electric.

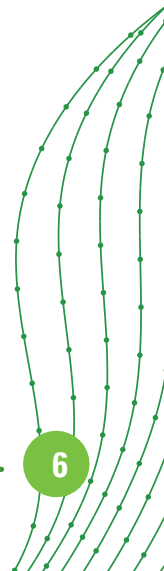
[Learn More About Smart Savers Initiative](#)

Eligibility

Visit AmerenIllinoisSavings.com/SmartSaversZipCodes for a full list of eligible ZIP codes.

Talking Points

- Residential customers living in eligible ZIP codes can receive a free smart thermostat.
- Customer has the option to choose between a Google Nest Thermostat E or an ecobee lite.
- A professional Program Ally will install the thermostat at no-cost.
- If customers do not qualify for the Smart Savers Initiative, please direct them to the Online Marketplace where you can find additional no-cost or low-cost smart thermostat options available.



Social Media Posts for Smart Savers Initiative



Social Post 1 - Text for post along with graphic:

Customers living in eligible ZIP codes can receive a free smart thermostat from the Ameren Illinois Energy Efficiency Program! Find out if you are eligible at AmerenIllinoisSavings.com/SmartSavers.



Social Post 2 - Text for post along with graphic:

Get help with managing your energy bill with a free smart thermostat from the Ameren Illinois Energy Efficiency Program. Customers living in eligible ZIP codes qualify for FREE professional installation through a Program Ally. Find out if you are eligible at AmerenIllinoisSavings.com/SmartSavers.



Social Post 3 - Text for post along with graphic:

Start saving now with the Smart Savers Initiative offered through the Ameren Illinois Energy Efficiency Program! Qualified customers living in eligible ZIP codes can get a no-cost smart thermostat with FREE professional installation. Visit AmerenIllinoisSavings.com/SmartSavers to see if you qualify.

General Informational Flyer

Click here to download a General Information Promotional Flyer to share with your customers.

Smart Savers Coupon

Click here to download a Smart Savers Coupon to share with your customers.



Small Business Initiative

Overview

Small Business customers can take advantage of incentives and discounts made just for them. The cost to power, heat and cool a small business can account for a substantial portion of a business's operating budget. To save money and boost their bottom line, eligible Small Business customers can take advantage of various incentives, discounted products and efficiency improvements.

[Learn More About the Small Business Initiative](#)

Eligibility

On their bill, small business owners should look for “electric delivery” under the electric service non-residential bill detail to find their rate code. Eligible rate codes include DS-2 and DS-3A to participate in the Small Business Initiative.

Click [here](#) to see examples of rate codes on a customer's bill.

Talking Points

Benefits of Energy Efficiency for Small Businesses

- **Profitability** — Increase your profits by lowering your operating costs with energy-saving products like LED lightbulbs, advanced power strips and smart thermostats.
- **Comfort** — Improve the comfort of your business for employees and customers with simple upgrades like insulation and updated appliances.
- **Reputation** — Enhance your brand reputation in the community as a sustainability leader and attract like-minded customers and employees.

Small Business Direct Install

- Specifically available to Small Business customers, this initiative aims at watt reduction to reduce your energy costs through direct installation of lighting and refrigeration products by a Small Business Program Ally.
- Small Businesses can receive a FREE Energy Assessment of lighting and refrigeration with a Small Business Program Ally to discover where your business is wasting energy and discuss opportunities for upgrades that benefit your business. Eligible small businesses may include convenience stores, gas stations, libraries, municipal buildings, nonprofit organizations, places of worship, offices, schools, restaurants, retail stores and many more!
- Nonprofit and diverse owned small businesses approved for energy efficiency projects may be eligible for copay assistance based on need and available funding. Interested businesses should contact their Energy Advisor for more information.

Social Media Posts for Small Business Initiative



Social Post 1 - Text for post along with graphic:

There's no easier way for eligible small businesses to lower energy costs and boost their bottom line than with the Ameren Illinois Small Business Initiative. To get started today, visit AmerenIllinoisSavings.com/SmallBusiness.



Social Post 2 - Text for post along with graphic:

Receive a FREE Energy Assessment to identify potential energy-saving improvements throughout your small business by participating in the Ameren Illinois Small Business Initiative. Get started today, visit AmerenIllinoisSavings.com/SmallBusiness.



Social Post 3 - Text for post along with graphic:

Start saving today and boost your bottom line! Upgrade your small business with energy efficiency products with help from the Small Business Initiative offered by the Ameren Illinois Energy Efficiency Program. To learn more about starting your energy efficiency journey, visit AmerenIllinoisSavings.com/SmallBusiness.

General Informational Flyer

Click here to download a General Information Promotional Flyer to share with your customers.



Workforce Development Program

Choosing a job in this fast-paced, growing field has many benefits. Saving energy impacts the people that live in our communities and has an effect on the entire planet. The energy industry is innovative and ever-changing. Since 2018, the Ameren Illinois Energy Efficiency Program has been committed to building the energy workforce of the future by increasing the number of energy efficiency jobs available.

Do you know someone looking for a career in the energy field? Use these resources to help them get started.

- Search for energy efficiency job openings on our Energy Efficiency Jobs Board. In partnership with Springfield Urban League, the Energy Efficiency Jobs Board is a free resource for job seekers who are looking for work in the energy efficiency industry. Job seekers have access to education and industry-recognized training opportunities, as well as career and community-based resources, all made available by various organizations throughout the state of Illinois. The Jobs Board is available for everyone from entry level to advanced positions! [Click here for more information.](#)
- The Ameren Illinois Energy Efficiency Program, in partnership with Solutions for Energy Efficient Logistics (SEEL), provides workforce development services to grow and diversify the energy efficiency workforce in the Ameren Illinois service territory. This FREE service focuses on jobs that provide products and services to improve the energy efficiency of homes and buildings. Interested jobseekers can find out how energy efficiency jobs align with your skills and interests. [For more information, click here.](#)
- The Ameren Illinois Energy Efficiency Program is actively searching to match jobseekers with your business to expand staffing support, increasing your potential for business growth with new customers. Through the Workforce Development Program, your business gets connected with jobseekers within the Ameren Illinois service territory who have been vetted and trained to perform energy efficiency work under your guidance. [For more information, click here.](#)

[Workforce Development Jobseeker Flyer](#)

Click here to download a Workforce Development Jobseeker Flyer to share with your customers.

[Workforce Development Employer Flyer](#)

Click here to download a Workforce Development Employer Flyer to share with your customers.



Diverse Vendor Procurement Opportunities

Do you own or work for a diverse supplier and are you interested in working with the Ameren Illinois Energy Efficiency Program? Let us know!

A diverse supplier is a business that is at least 51% owned and operated by an individual or group that falls within one or more of the following classifications: minority-owned, woman-owned, veteran-owned, LGBTQ-owned, or individuals with different abilities-owned. There are opportunities for those that are diverse certified (MBE, WBE, etc.) and for those that do not obtain a diverse certification.

For more information, visit AmerenIllinoisSavings.com/GrowYourBusiness.

Questions about this guide?

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