

# Outreach Pre-Approval Process



Energy Efficiency  
PROGRAM

The Outreach Pre-Approval Process is needed for checks and balances to ensure process is being followed by all Residential, Business and Midstream Outreach teams.

## 1 SUBMIT REQUEST

- Complete the Outreach Pre-Approval Request Form at [AmerenIllinoisSavings.com/Marketing](http://AmerenIllinoisSavings.com/Marketing).
- Your Outreach Pre-Approval Request Form alerts the marketing team of your request.

## 2 PROJECT CREATION

- A Marketing Project Manager will be assigned to your request. The request status will be marked as "Incoming Request."

## 3 MARKETING PM APPROVAL

- The Marketing Project Manager must approve the initial request before moving forward. Any questions regarding the request should be answered in this sub-task.

## 4 MARKETING DIRECTORS APPROVAL

- The Marketing Director and/or Deputy Marketing Manager must approve the request before moving forward.

## 5 FINANCE APPROVAL

- The Finance Team will be tagged for approval. The Finance Team must approve the request to ensure it complies with budget and Ameren Illinois compliance specifications. Once approved by Finance, the Finance team will route the invoice through Salesforce. Marketing PM will mark this step as complete when the invoice is routed into the invoicing system.

## 6 CHECKS AND BALANCES

- Before marking complete, the Marketing Project Manager will note any uses of logo, name or Program description and check for accuracy as the event gets closer. When checked, this project can be closed and marked as complete.

## 7 NEXT STEPS

- Your event is now approved. Your next step is to complete the Outreach Event form. This form will help compile event logistical needs from you and log the event officially on the Outreach calendar.

**If you have any questions about the Outreach Pre-Approval Process, please contact your assigned Marketing Project Manager.**

**For Residential Outreach,**  
contact Jordan Nelson at [jnelson2@ameren.com](mailto:jnelson2@ameren.com).

**For Midstream Outreach,**  
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**For Business Outreach,**  
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