



2026 Community Partner Marketing and Communications Toolkit

The Ameren Illinois Market Development Initiative is here to support our Community Partners with resources they need to help serve our communities, our customers.

This Marketing and Communications Toolkit is designed to support our Community Partners with pre-approved content to use to promote energy efficiency and clean energy offerings.

If you have additional content you would like to see, but do not see it included in the toolkit, please reach out to Alex Deeb at adeeb@ameren.com.



Residential Eligibility Tool

Overview

The Residential Eligibility Tool is a quick and easy way to see what energy-saving offers and upgrades residential customers qualify for. From smart thermostats to the Home Efficiency Income Qualified Initiative, the Residential Eligibility Tool will quickly take a customer and point them in the best direction to start their energy efficiency journey. A customer can find out how to start saving energy and improving their home's comfort and safety by visiting the website.

Eligibility

- Ameren Illinois residential customer.

Website

For customers to get started to see what they are eligible for, visit AmerenIllinoisSavings.com/Residential.

Talking Points

- The Residential Eligibility Tool is a quick and easy way to see which energy-saving offers and upgrades you qualify for through the Ameren Illinois Energy Efficiency Program.
- The Ameren Illinois Energy Efficiency Program provides many options to reduce your energy use and improve your comfort, including:
 - Home energy assessments
 - Product discounts and rebates
 - Energy-saving home upgrades
 - and more!

Eligibility Tool Flyer

Click [here](#) to download a Residential Eligibility Tool Flyer to share with customers.

The Residential Eligibility Tool Flyer is also available on the Partner Store for print. [Click here](#) to visit the Partner Store to order.

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. A Home Energy Assessment looks for ways to reduce energy usage and costs. Through this Assessments, customers may also be eligible to receive energy-saving upgrades at little to no cost, such as improved insulation, air sealing, ventilation and more.

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 OR an Ameren Illinois residential electric customer heating their home with propane.
- Meet maximum gross annual household income requirements based on household size and location (verified by completing the online application).

Website

To find more information, or see if a customer qualifies and apply, visit AmerenIllinoisSavings.com/SaveMoney.

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:
 - **Health and Safety** — Uncover hidden problems that could be wasting energy and making your home unsafe, like poorly insulated walls and improper ventilation. At a customer's home, a leak was found in her gas stove during her Home Energy Assessment. The issue was promptly corrected, leaving her home safe and sound.
 - **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.

General Informational Flyer

Click [here](#) to download a General HEIQ Information Promotional Flyer to share with customers.

The General HEIQ Flyer is also available on the Partner Store for print. [Click here](#) to visit the Partner Store to order.

AmerenIllinoisSavings.com/Partner

Electrification

Overview

Switching to heat supplied through electricity instead of propane not only saves a customer money on heating costs, but also gives them the convenience and reliability of using Ameren Illinois electric already being used in the customer's home.

Ameren Illinois customers switching from propane heating to electric may be eligible to receive a FREE Home Energy Assessment. Through this Assessment, a customer may be eligible to receive energy-saving upgrades at little to no cost, such as improved insulation, heating equipment and ventilation. Additionally, qualified customers may also receive no-cost appliance upgrades such as an air source heat pump, a heat pump water heater, an electric induction stove and an electric clothes dryer.

Eligibility

- Live in a single-family home.
- Ameren Illinois residential electric customer heating their home with propane.
- Meet maximum gross annual household income requirements based on household size and location (verified by completing the online application).

Website

For more information, to see if a customer qualifies and to apply, visit AmerenIllinoisSavings.com/Electrification.

Talking Points

- The price of propane can be unpredictable, making it difficult to budget for your heating expenses. Make the switch to electric from propane to see consistency and start saving.
- Eligible customers receive no-cost appliance upgrades such as an electric induction stove and electric clothes dryer.
- With no burning materials, flammable gases or harmful fumes, electric heating is the safest possible heating solution for your home.
- The Ameren Illinois electric system is already connected to your home to deliver electricity in a reliable manner. You never need to worry about running low on fuel, scheduling tank refills or maintaining storage tanks.

Electrification Flyer

Click [here](#) to download an Electrification Flyer to share with your customers.

The Electrification Flyer is also available on the Partner Store for print. [Click here](#) to visit the Partner Store to order.

AmerenIllinoisSavings.com/Partner

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.

Eligibility

- Must be a residential customer of Ameren Illinois, heating your home with gas or electricity. Customers heating their home with propane are also eligible or Ameren Electric only customers that do not utilize Nicor gas service.
- Renters of single-family homes, 2-flat or 3-flat are eligible, with approval from landlord.
- Must live in a qualifying ZIP code. Check list of ZIP codes [here](#).
- Have never applied for and received a smart thermostat during the lifetime of the Ameren Illinois account.
- Must have home internet with Wi-Fi capabilities.

Website

To check eligibility and to apply go to AmerenIllinoisSmartSavers.com.

Talking Points

- Residential customers living in eligible ZIP codes can receive a free smart thermostat and free professional installation.
- Customer has the option to choose between a Sensi Smart Thermostat, Google Nest Thermostat or an ecobee Smart Thermostat Essential.
- A certified 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 they can find additional no-cost or low-cost smart thermostat options available. Some models may be featured during promotional offers and available for as low as \$5.
 - For more details, visit AmerenIllinoisEEMarketplace.com.

Smart Savers Flyer

Click [here](#) to download a Smart Savers Flyer to share with your customers.

The Smart Savers Flyer is also available on the Partner Store for print. [Click here](#) to visit the Partner Store to order.

Small Business Program

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. Starting in 2026, small businesses can now get financial incentives for air leak sealing, insulation and other weatherization measures through the Small Business Direct Install (SBDI) 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 more examples of rate codes on a customer's bill.

Website

- To learn more about small business offerings visit AmerenIllinoisSavings.com/SmallBusiness.
- To request a FREE Energy Consultation visit AmerenIllinoisSavings.com/Consult.

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.

General Informational Flyer

Click [here](#) to download a General Information Promotional Flyer to share with your customers.

The General Information Promotional Flyer is also available on the Partner Store for print. [Click here](#) to visit the Partner Store to order.

Workforce Development Program

Since 2018, the Ameren Illinois Market Development Initiative has strived to increase the number of local and representative people working clean energy jobs by breaking down barriers to employment, providing individual services and support, training, coaching and other resources to prepare jobseekers for joining the energy workforce.

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.

Do you know someone looking for a career in the energy field? For more information, visit AmerenIllinoisSavings.com/MDI/Workforce-Development.

Ameren Illinois Summer Internship Program

Ameren Illinois is helping local businesses and organizations in the clean energy field identify local candidates that would benefit from participating in a summer internship. Internships are offered throughout central and southern Illinois, specifically within the Ameren Illinois service territory.

For more information visit AmerenIllinoisSavings.com/Internship.



Procurement Advancement and Transformation Hub Opportunities

Procurement Advancement and Transformation Hub (PATH) offered through the Ameren Illinois Market Development Initiative, supports locally based small and growing businesses in energy efficiency and clean energy by providing new opportunities, reducing barriers and creating ways to connect with Ameren Illinois.

PATH Request Form

Click [here](#) to complete the vendor request form.

PATH Intake Form

Click [here](#) to complete a request to be added to the Ameren PATH database.

For more information, visit AmerenIllinoisSavings.com/PATH.

Program Ally Incubator

Contractors can expand their business into clean energy with the Ameren Illinois Market Development Initiative (MDI). The purpose of the Program Ally Incubator is to provide focused and professional training as well as customized resources for contractors willing and able to work in the Ameren Illinois service territory. Growing your business in the clean energy field while becoming eligible to participate as a Program Ally with the Ameren Illinois Energy Efficiency Program.

For more information about the Program Ally Incubator, visit AmerenIllinoisSavings.com/Incubator.



Social Media Toolkit

This social media toolkit is designed to support you, our Community Partners, with pre-approved social media content to engage and educate customers about the Ameren Illinois Energy Efficiency Program.

Ameren Illinois is committed to helping our customers and our communities find ways to improve comfort, manage usage and reduce costs through education and customized programs.

Social Media – Facebook, Instagram, LinkedIn and X

The Ameren Illinois Energy Efficiency Program staff will support Community Partners by providing pre-approved content and design in this toolkit. If you wish to create your own social media posts, not using pre-approved content and design, please review the Social Media section of the Co-Branding Guidelines before submitting for approval by the Ameren Illinois Energy Efficiency Program. To submit content for approval, [click here](#).

Note: You must tag Ameren Illinois when posting any co-branded content to social media.

Where to Share

Here are some places to tell the story of your Ameren Illinois Energy Efficiency Program participation:

-  Post details and photos of your participation with Ameren Illinois on your Facebook page. Encourage your followers to like and share. **Tag: Ameren Illinois**
-  Post details and photos of your participation with Ameren Illinois on your Instagram account. Encourage your followers to like and share. **Use the hashtag #AmerenIllinois**
-  Include details of your participation with Ameren Illinois on your company's LinkedIn page. **Tag: @Ameren**
-  Make every X character count with genuine enthusiasm and a conversational tone. **Tag: @AmerenIllinois**

Pre-Approved Language

[Community Partner Name] is a Community Partner with the Ameren Illinois Market Development Initiative (MDI). The MDI aims for building greater community engagement, while creating energy industry jobs and delivering energy cost savings to our communities.

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, you can 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! During the Assessment, you will get FREE installation of energy-efficiency products in your home, including LED lighting, faucet aerators and an advanced power strip. To find out if you qualify, visit AmerenIllinoisSavings.com/SaveMoney.



Social Post 3 - Text for post along with graphic:

Improve your home's comfort and with a FREE Home Energy Assessment from the Ameren Illinois Energy Efficiency Program! For eligible customers, you could get 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 4 - Text for post along with graphic:

Our Residential Eligibility Tool is a quick and easy way to see which energy-saving offers and upgrades you qualify for. Take the first step and find out how you can start saving energy and improving your home's comfort and safety by visiting AmerenIllinoisSavings.com/Residential.

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 and free professional installation 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. 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.



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. To 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 Ameren Illinois Small Business Initiative. To learn more about starting your energy efficiency journey, visit AmerenIllinoisSavings.com/SmallBusiness.

Questions about this guide?

Contact **Alex Deeb** at adeeb@ameren.com.