

# Spire's response to coronavirus

Corporate communications and marketing

May 21, 2020



## Included in today's presentation

- **Responding to the coronavirus pandemic**
  - Spire's support of our communities
  - Digital communications – web
  - Social media
  - Executive leadership – customer communications
  - Channel-specific tactics for an effortless customer experience (IVR)
  - Public communications - PSAs
  - Marketing
  - Earned media
  
- **Creating opportunities to help residential and business customers affected by the pandemic**
  - Spire's support of our communities
  - Digital communications – web
  - Social media
  - Public communications
  - New LIHEAP webinar
  - Marketing



# Responding to the coronavirus pandemic

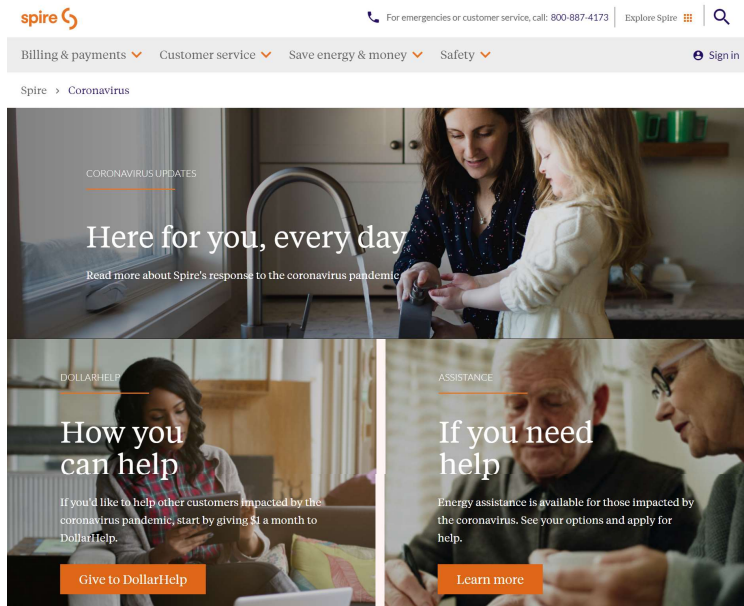
## Our response

Throughout this unprecedented time, we've remained focused on supporting our customers and communities, while continuing to operate safely for the health of our employees and those we come into contact with. That's why we:

- Suspended disconnections and late fees until May 31, 2020
- Encouraged all employees to work from home, if possible, to limit the spread of coronavirus
- Encouraged social distancing and the use of personal protective equipment in the field
- Committed \$500,000 in matching gifts to new or increased DollarHelp donations, providing grants for families and small businesses impacted by coronavirus
- Committed \$250,000 to food banks across the communities we serve



# New content, curated to meet the needs of a changing situation



[SpireEnergy.com/Coronavirus](https://SpireEnergy.com/Coronavirus) contains Spire's response

At Spire, safety is at the heart of what we do. And during this time of uncertainty, we're working extra hard to take good care of employees, customers and communities.

Our goal is to keep everyone safe while continuing to provide the same safe, reliable and clean energy you're used to enjoying. We're following the CDC's recommendations and watching closely as things evolve. Take a closer look at how we're supporting Spire employees and communities.

## Spire is committed to helping during this time of need



### Pausing disconnections

To make sure homes and businesses have access to safe, reliable and clean energy, we've suspended disconnections and late fees into May 2020.



### Providing support

We're here to provide energy relief for homes and small businesses that need help, and to support local food banks across the communities we serve.



### Limiting the spread

We're encouraging all employees to limit travel, work from home and practice social distancing at all times in the field.



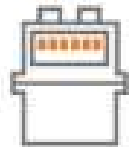
### Providing essential service

We're an essential service, know that we're here to provide you with the energy you need to shelter in place safely.



# A closer look at page content

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# Social media

 **Spire** @spire\_energy · Mar 14

We understand the urgency of the Coronavirus situation, so we continue to look for ways to help our employees, customers and communities. That's why we're committed to keeping natural gas service for residential and small business customers uninterrupted through March 2020.

 **Spire** @spire\_energy · Mar 14

We're here for you, every day. Update: A message from Spire's EVP and COO Steve Lindsey regarding COVID-19.

 Safety is at the heart of everything we do at Spire, and we understand the urgency surrounding the Coronavirus. Know that we're following the CDC's guidance, watching closely as things evolve and working quickly to meet the immediate needs of our employees, customers and communities.

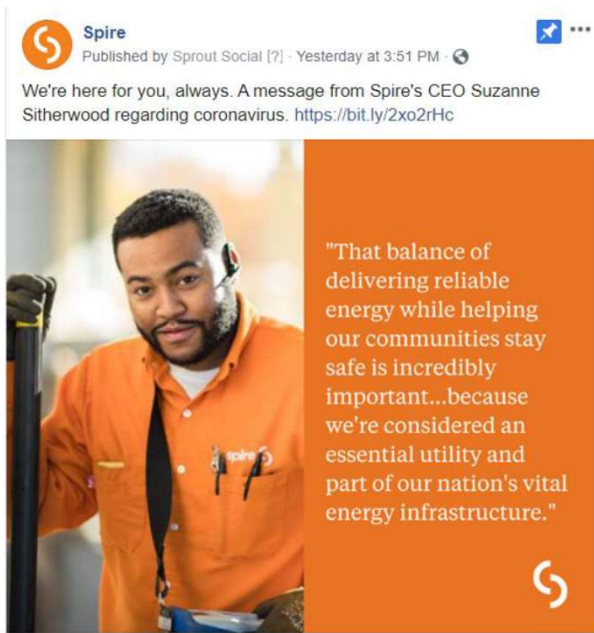
If you've been impacted by the Coronavirus and need help with your natural gas service or bill, please call us. **We're here for you.**

Watch for updates on SpireEnergy.com, as well as here on Twitter and Facebook (@SpireEnergy).

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# Social media

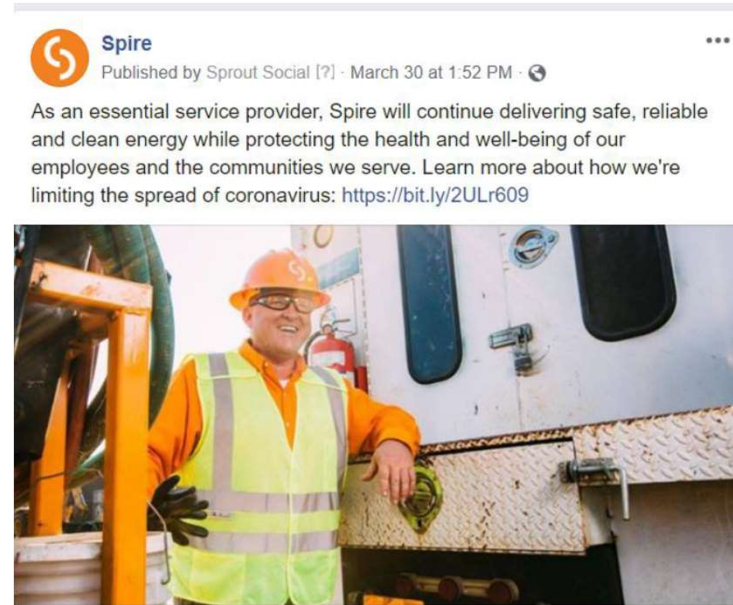



**Spire**  
Published by Sprout Social [?] · Yesterday at 3:51 PM · 🌐

We're here for you, always. A message from Spire's CEO Suzanne Sitherwood regarding coronavirus. <https://bit.ly/2xo2rHc>



"That balance of delivering reliable energy while helping our communities stay safe is incredibly important...because we're considered an essential utility and part of our nation's vital energy infrastructure."



**Spire**  
Published by Sprout Social [?] · March 30 at 1:52 PM · 🌐

As an essential service provider, Spire will continue delivering safe, reliable and clean energy while protecting the health and well-being of our employees and the communities we serve. Learn more about how we're limiting the spread of coronavirus: <https://bit.ly/2ULr609>

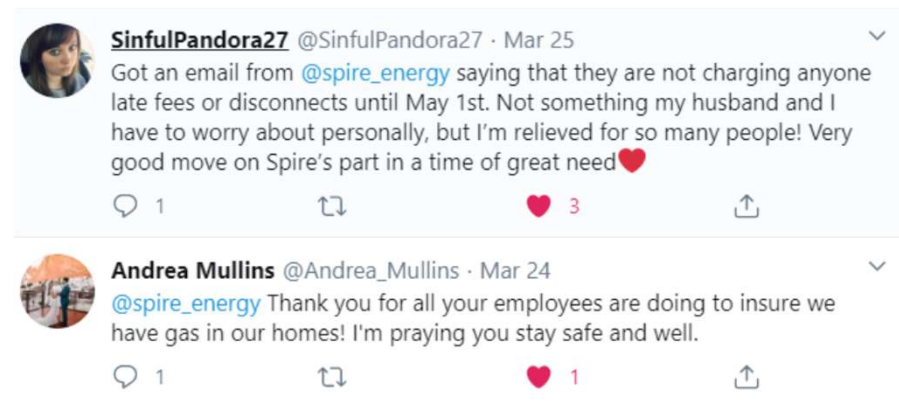


**Spire** @spire\_energy · Apr 15

We're inspired by the strength and resolve of our communities during this time 🧡 Our promise is and always will be delivering the safe, reliable energy you depend on.



During this time of uncertainty, Spire's 3,500 employees are here for you.



**SinfulPandora27** @SinfulPandora27 · Mar 25

Got an email from @spire\_energy saying that they are not charging anyone late fees or disconnects until May 1st. Not something my husband and I have to worry about personally, but I'm relieved for so many people! Very good move on Spire's part in a time of great need 🧡

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**Andrea Mullins** @Andrea\_Mullins · Mar 24

@spire\_energy Thank you for all your employees are doing to insure we have gas in our homes! I'm praying you stay safe and well.

1 1





## CEO email to all customers

To all those we serve,

As your local natural gas provider, we've been closely monitoring the evolving coronavirus events across the communities we serve—because we believe nothing is more important than your safety and the safety of Spire employees. This holds true whether we're delivering energy to homes and businesses or doing our part in preventing the spread of the virus.

And that balance of delivering reliable energy while helping our communities stay safe is incredibly important right now, because we're considered an essential utility and part of our nation's vital energy infrastructure.

As an "essential service" designated by government authorities, we'll continue to operate even under a state of emergency and any shelter in place orders.

Read the full email: <https://spireenergy.com/ceo-suzanne-sitherwood-message-coronavirus>



# Earned Media



[Full interview](#)

**Spire and Ameren get permission to suspend disconnections and waive late payment charges in Missouri**

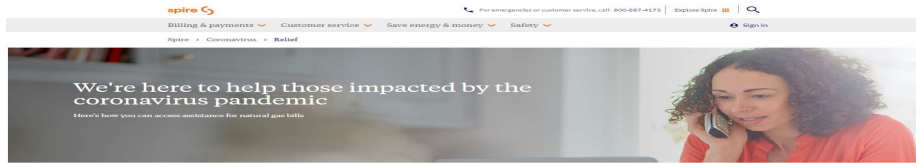
[f](#) [t](#) [w](#) [m](#) [e](#) [+](#)

A screenshot of a Facebook post from the Spire company. The post is published by Michelle Niewald on April 20 at 3:06 PM. The text of the post says "Answering challenges, together. ❤️ #STLMade4Good". Below the text is a link to a UMSL blog post: "About 275 laptops were provided by EPC, Inc and Spire to ensure local students can continue learning online: http://ow.ly/ooa750zjf6y #TritonsTogether #UMSLcares". The link includes a "Like Page" button. Below the text is a photograph of a young boy and a woman (Adriane Yates) looking at a laptop in a classroom setting. At the bottom of the post, it says "BLOGS.UMSL.EDU" and "UMSL Charter Schools Office helps secure corporate computer donations".



# Creating opportunities to help

# SpireEnergy.com/Relief – a new communication portal



We're all facing new and uncertain times because of the coronavirus pandemic.

And many of us are struggling to make ends meet. Helping each other is more important than ever.

So if you have an active natural gas account and need help with your Spire bill, you're in the right place.

By selecting the option below that best fits your situation, you'll be taken to a form where you can apply for assistance with your natural gas bill. Once you submit your application, we'll be in touch with next steps.



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## For homeowners and renters

### Alabama

This application is specific to those who live in Alabama, so please use this link.

[Apply here](#) →

### Mississippi

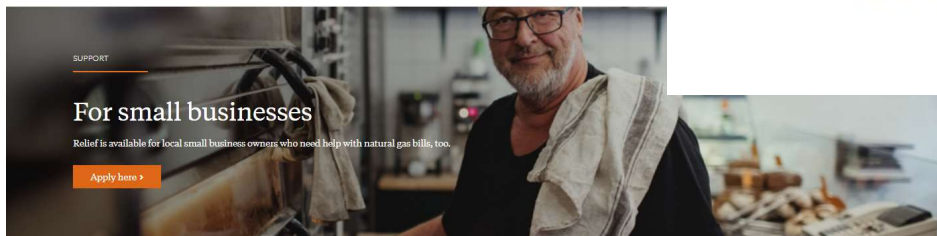
This application is specific to those who live in Mississippi, so please use this link.

[Apply here](#) →

### Missou

This applica live in Miss

[Apply here](#)



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# Mentions

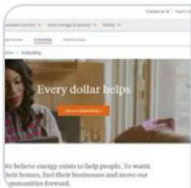
 **United Way STL** @UnitedWaySTL · Apr 16  
Thank you to our partners at @spire\_energy who have committed up to \$500k through #MatchingGifts to support customers impacted by #coronavirus through the #DollarHelp program.

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 **KC Chamber** @kcchamber · Apr 19  
Our member @spire\_energy is donating up to half a million dollars in matching funds to its DollarHelp fund. Read how your dollar-per-month can help make a difference: [kcchamber.com/current-topics...](http://kcchamber.com/current-topics...)

2 3

 **theSTL** @in\_thestl · 7h  
#STLMade @spire\_energy in partnership with @UnitedWaySTL has committed up to \$500,000 in matching gift donations to help support customers that have been impacted by the pandemic. #STLMade4Good Read more via @ksdknews.

 Spire commits \$500K matching gift to support custo...  
"These are uncertain times for everyone, but when our communities are down, we lift each other up"  
[ksdk.com](http://ksdk.com)

1

 **United Inner City Services (UICS)** @uicskc · 5h  
Our friends at @spire\_energy are offering utility assistance to Missouri families whose income is affected by coronavirus/COVID-19-related challenges.

Visit the site below for more information and to apply for up to \$100 in aid: [uwgsl.tfaforms.net/4602918](http://uwgsl.tfaforms.net/4602918)

#LittleLearnersKC

2 2

 **Matt Whiat**  
Commented on Update by Spire "Reminder: Relief for small businesses and families impacted by the coronavir..." 13 hours ago

If I had a dollar for everytime I complimented a utility, well, I'd have \$1. But this is very well done, Spire. Keep it up. No really, keep it up. We need actors like you all on this stage of change and uncertainty.

[View Conversation](#)





# Sample of DollarHelp/assistance social media posts

 **Spire**  
Published by Sprout Social [?] · 1 hr · 🌐

Now until May 31, when you give to DollarHelp, your gift supports those impacted by the coronavirus pandemic. Learn how you can help:  
<https://bit.ly/2VfM3Sv> #EveryDollarHelps

**When our communities are down, we can lift them up—together**

#EveryDollarHelps




 **Spire**  
Published by Sprout Social [?] · 17 mins · 🌐

If you have an active natural gas account and need help with your Spire bill because of coronavirus, help is available. Learn more.




[SPIREENERGY.COM](https://spireenergy.com)

**Coronavirus Assistance for Natural Gas Bills | Spire**  
If you're impacted by the coronavirus pandemic and need help with yo...

 **Spire**  
Published by Sprout Social [?] · Yesterday at 2:40 PM · 🌐

Since its beginning in 1982, DollarHelp has been about coming together to lift one another up. And now, the need is greater than ever. That's why Spire has committed \$500,000 in matching gifts to help those impacted by the coronavirus pandemic. If you're ready to join the effort, get started right here:  
<https://spireenergy.com/dollarhelp> #EveryDollarHelps

**When our communities are down, we lift each other up.**



 **Spire**  
May 5 at 10:26 AM · 🌐

Applications for federal energy assistance through the Low Income Home Energy Assistance Program (LIHEAP) are open until May 31 🗓️ If you're ready to apply, we put together a webinar to make applying as easy as possible. Watch now.

**Applying for LIHEAP**



# Targeted communications about help for businesses



**We're here for you**

**Our goal is to keep everyone safe while continuing to provide the same safe, reliable and clean energy you're used to enjoying. And, if you've been impacted by the coronavirus, we're here to help.**

That's why we're committing up to \$500,000 in matching gifts through our DollarHelp program to help those impacted by the coronavirus pandemic.

**Help for residential customers**  
If you've been impacted by the coronavirus and are struggling to pay your natural gas bill, we want to help.

Here's how we're helping:

- Suspending disconnections and late fees into May
- Offering a \$100 one-time credit to qualifying residential customers

**Explore your options and apply for help at [SpireEnergy.com/Relief](https://SpireEnergy.com/Relief).**


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**When our communities are down, we can lift them up—together**

When you sign up for DollarHelp, we'll match your gift up to \$500,000 through May 31, 2020, to help homes and small businesses impacted by the coronavirus pandemic.

Visit [SpireEnergy.com/DollarHelp](https://SpireEnergy.com/DollarHelp) to learn how you can help.

spire  



**We're here to help Missouri business owners**

**At the heart of our communities are locally owned and operated businesses. And we wanted to do our part in supporting them. So, we envisioned a way to help businesses throughout Missouri who are struggling because of the coronavirus pandemic.**

Here's how we're helping:

- Suspending disconnections and late fees into May
- Committing \$500,000 in matching gifts to help those impacted by the coronavirus pandemic
- Offering a \$200 one-time credit to qualifying locally owned and operated businesses

**If you need help, we encourage you to apply for the \$200 credit at [SpireEnergy.com/Relief](https://SpireEnergy.com/Relief).**



Because through it all, we're still your business partner. And we remain committed to safely providing the energy our communities depend on—even when times are challenging.

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Visit [SpireEnergy.com/DollarHelp](https://SpireEnergy.com/DollarHelp) to learn how you can help.

spire  

**Serving the foodservice industry**

Natural gas fuels so many businesses throughout the foodservice industry—an industry that has been heavily impacted by the coronavirus pandemic.

We know the value this industry adds to the communities we serve, so to help those in the foodservice industry we're promoting ownership of local businesses and focusing on charitable initiatives that feed the people in our communities.



# Print advertising



**When our communities are down, we can lift them up—together**

Join us in helping those impacted by the coronavirus pandemic

By joining together, we can help those struggling to pay their natural gas bills because of the coronavirus pandemic.

**That's why we've committed up to \$500,000 in matching gifts through DollarHelp.**

When you add \$1 a month to your natural gas bill or increase your existing DollarHelp pledge, we'll match your first-year contribution.

**To have your gifts matched through May 31, 2020:**

- Sign up for DollarHelp online by logging into MyAccount.SpireEnergy.com
- Check the box on your bill and send it in with your payment

People helping people. Communities lifting up communities.

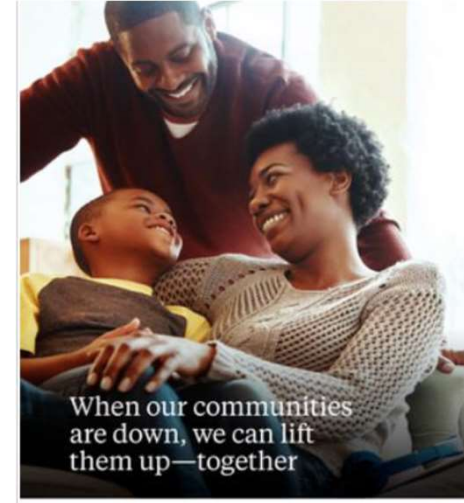
Visit [SpireEnergy.com/DollarHelp](https://SpireEnergy.com/DollarHelp) to learn more.

**spire**  

**We're here for you**  
If you've been impacted and need help paying your natural gas bill, we want to help.  
800-887-4173  
[SpireEnergy.com/Relief](https://SpireEnergy.com/Relief)

St. Louis Post-Dispatch

*Also exploring other placements for week of 5/26 (KC Star, etc)*



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**spire**  

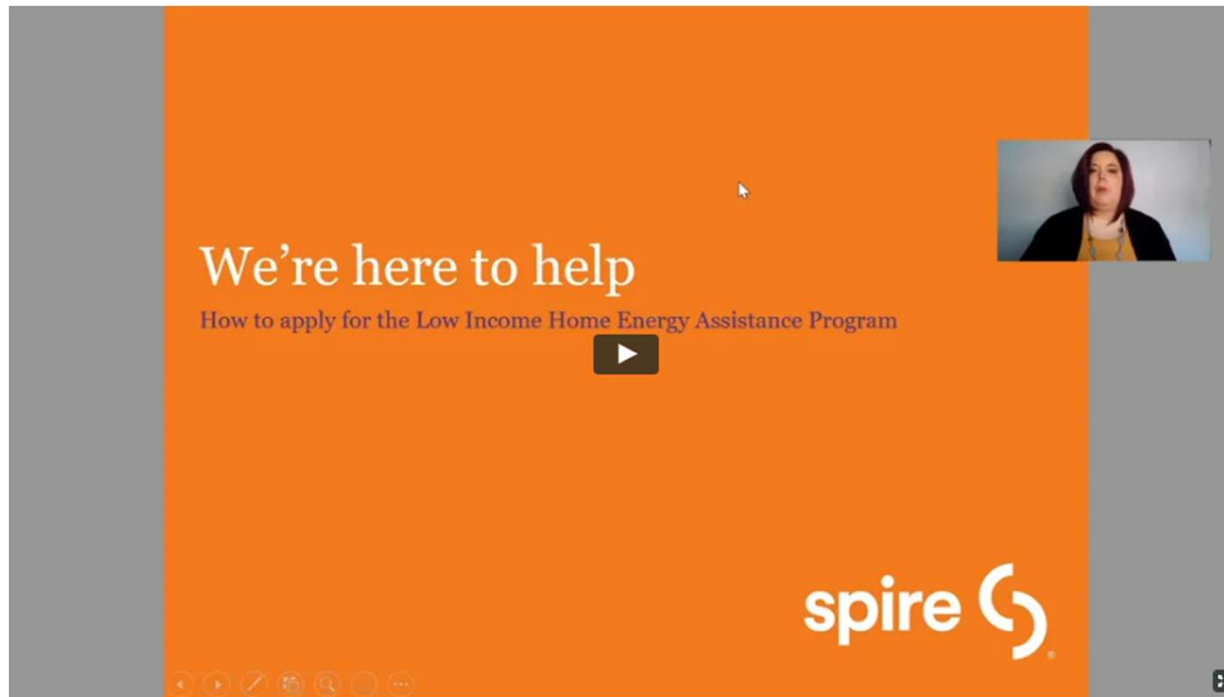
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[SpireEnergy.com/Relief](https://SpireEnergy.com/Relief)

St. Louis American





# New LIHEAP webinar



<https://spireenergy.com/liheap>



## Broadcast media



[Listen here](#)

Also serves as IVR and on-hold recording

### Eastern Missouri coverage

- [St. Louis Business Journal \(4/16\)](#)
- [Fox 2 Now \(4/16\)](#)
- [KSDK \(4/16\)](#)
- [St. Louis Post-Dispatch \(4/17\)](#)
- [STL Live \(4/17\)](#)
- NRP sponsorship \*and public service announcement
- PBS public service announcement
- Entercom public service announcements
- Entercom advertising 5/19 – 5/31 \*



[Watch here](#)

### Western Missouri coverage

- KOAM – Joplin – Multiple news mentions 4/16 – 4/17
- [Kansas City Chamber \(4/16\)](#)
- [St. Joseph News-Press \(4/17\)](#)
- Entercom public service announcements
- Entercom advertising 5/19 – 5/31 \*

*Placements are earned (unpaid) unless indicated by \**



# Results

## Results to date (and counting!...)

- ~**60,000 unique pageviews** of coronavirus and related content on SpireEnergy.com
- 7 million+ impressions
- 61,000 emotional engagements (reactions, shares, comments)
- 10,000 link clicks across social media channels

