



Your Vote Counts!

Voting is from January 1 to December 31.
Winners are announced in March.

Enter my vote for:

Name of Local Non-Profit

City/State

Your Name

Email Address

Florence Bank

Mail or drop off at any of our offices or vote online at:
www.florencebank.com/vote

All Offices: 413-586-1300 or 800-644-8261

Member FDIC | Member DIF



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Creating A Strategy From The Ground Up

We want to help your organization get the most out of our Customers' Choice Community Grants program, so we have created a voting toolkit to help you rally your supporters and get as many votes as you can. Remember, it takes as little as **50** votes to receive a grant!

Three convenient ways to vote:

Online - Visit Florencebank.com/Vote to view the online voting site. Share the link with your supporters, so they can cast their vote online.

Facebook - Send supporters to Facebook.com/FlorenceBank and instruct them to click on the Customers' Choice Community Grants tab to learn more about the program and cast their vote right on Facebook.

Paper Ballots - Inform supporters that they can visit any Florence Bank branch location and cast their vote while they do their banking.

Marketing tools to share with your supporters:

Press Release - Customize the enclosed press release with your organization's information and distribute the release to your Board of Directors, supporters, friends and press contacts..

Flyer - Use the enclosed flyer and write in the name of your organization on the line provided. Make photo copies and hang the flyer in highly-visible areas such as your office, drop-off locations, or other fundraising events you may have.

Additional Ballots - Enclosed are 3 paper ballots that your organization can prefill, photo copy and distribute to supporters of your organization or leave on a counter or table. Be sure to collect the ballots and mail them to us by December 31st each year, or drop them off at any Florence Bank branch.

A few final tips:

Create - Social Media posts on Facebook, Twitter and LinkedIn, asking your supporters to vote for your organization by providing the link to the voting page.

Include - Voting links on your website, in your newsletter, or in your email signature.

Share - The 2-minute Customers' Choice Community Grants video (found on our website and YouTube channel) with your supporters to help them learn more about the program.

Best of luck! And don't forget, voting continues all year long and ends on December 31st each year.





Help Us Give Away **\$100,000** to Local Non-Profit Organizations

The Customers' Choice Community Grants program is an annual program that allows Florence Bank customers to vote for their favorite local non-profit to receive a share of \$100,000. During the first 12 years of the program, our customers have had a say in distributing over \$650,000 in grants to local non-profit organizations.

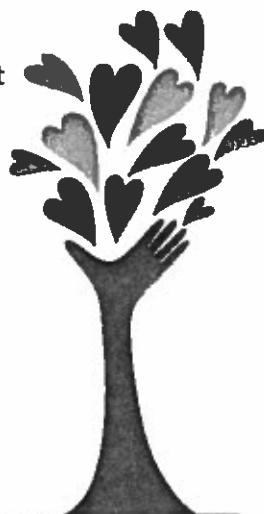
Any qualifying non-profit organization that receives 50 or more of our customers' votes will receive a proportional share of the funds. Organizations must be a 501(c)(3) or equivalent and agree to spend the funds on local needs.



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