



## “Make Your Community, Our Community”

**Our community roots go deep, which is why you'll find that we're always trying to strengthen and support community efforts by offering a helping hand whenever we can.**

With our Customers' Choice Community Grants program, we work with our customers to give back to the community. Through this program, Florence Bank donates **\$150,000** each year to non-profit organizations, but it's our customers who decide which organizations receive a grant.

### About

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 **\$150,000**.

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

### Impact

Each year the Customers' Choice Community Grants program continues to flourish and have an impact in our community.

**Here are a few examples of how local organizations have used their grants:**

- Enhanced technology in classrooms
- Purchased food for emergency shelters
- Funded therapy for cancer patients and their families
- Purchased new firefighting equipment
- Upgraded technology equipment at local Senior Centers
- Provided funds for family activities for local elementary schools
- Purchased pet food for distribution to animal owners in need





## 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!

### Convenient ways to vote:

**Online** - Visit [Florencebank.com/Vote](http://Florencebank.com/Vote) to view the online voting site. Share the link with your supporters, so they can cast their vote online.

**Paper Ballots** - Encourage your supporters to 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.

