

MEMO

DATE: November 4, 2016

TO: Managing Officers, CRA & Marketing Officers

FROM: Emily T. DeMasi, Vice President/Director of Communications

RE: NJBankers Community Service Award Program

NJBankers wants to give your bank the opportunity to get the recognition it deserves for its community service initiatives.

The Community Service Award program highlights the significant impact New Jersey banks have on their local communities. Without your help, we cannot tell your story. Each year, NJBankers seeks assistance from members in order to compile information on the numerous community service activities initiated by our industry. Members are encouraged to submit information and photographs that show how their financial institution makes New Jersey's communities' better places to live, work and play.

We compile a book that includes the submissions and then distribute it to the media as well as to Legislators and Regulators. This book is shared with media outlets to prompt interest in your bank's programs and reinforce the impact the banking industry makes on the communities that members serve.

Please pass this information to the appropriate individual at your institution.

For samples of entries from 2015, please visit www.njbankers.com under the Community Outreach tab and click on Community Service Awards.

Participants will be recognized by their peers at the 2017 NJBankers Annual Conference. NJBankers will again ask members of the New Jersey Chapter of the Public Relations Society of America to judge the entries. Awards are selected by deposit size.

Angela Snyder
Chairwoman
Chairwoman/CEO
Fulton Bank of New Jersey
Mt. Laurel, NJ

James S. Vaccaro
First Vice Chairman
Chairman/President/CEO
Manasquan Bank
Wall Township, NJ

William Moss
Second Vice Chairman
President/CEO
Two River Community Bank
Tinton Falls, NJ

John E. McWeeney, Jr.
President/CEO
New Jersey Bankers Association
Cranford, NJ

We ask that your bank submit 2016 community service highlights in the following format:

- 1-3 pages, portrait, with the option of including embedded photos in a pdf document with your bank's logo;
- **Include a brief profile of your bank which could include asset size, number of branches, year founded, number of counties served, and number of employees;**
- List your top community service initiatives from calendar year 2016, with brief descriptions;
- **If possible, please identify projects by legislative districts since legislators are particularly interested in hearing about activities in their districts;**
- Include photo captions if you use photos;
- Submissions must be sent by **February 13, 2017** to be included in our Community Service Book.

Please pass this information to the appropriate individual at your institution.

For samples of entries from 2015, visit www.njbankers.com under the Community Outreach tab and click on Community Service Awards.

Send your entry to Emily DeMasi at edemasi@njbankers.com; If there are any questions, please contact Emily at 908-272-8500, ext. 610 or Erin Suckiel at esuckiel@njbankers.com or ext. 629.

Thank you for your anticipated participation!