

HOW IT ADDS UP

Affinity Membership Program



Participation in our Affinity Membership Program is easy and offers a unique opportunity to support your annual fundraising efforts.

For example:

- 2,000 member households with 20% participation (400)
- \$3,000 average checking balance
- $400 \times \$3,000 = \$1,200,000$
- $\$1,200,000 \times 1/2\% =$ ***\$6,000 Total Annual Contribution***

of Member Households _____ x 10% Participation = _____ Accounts
(minimum required for contribution)

CHECKING ACCOUNTS

_____ x \$3,000 = \$ _____ x 1/2% = \$ _____
of Accounts *(avg. account balance)* ***Contribution***

SAVINGS ACCOUNTS

_____ x \$3,000 = \$ _____ x 1/4% = \$ _____
of Accounts *(avg. account balance)* ***Contribution***

\$ _____
Total Annual Contribution

SOME AFFINITY SUCCESS STORIES

- Adult Community Association in Warwick, PA – ***\$13,700 Total Annual Contribution***
- Little League Association in Bayville, NJ – ***\$8,900 Total Annual Contribution***
- A Parent Faculty Association in Woodcliff Lakes, NJ – ***\$7,800 Total Annual Contribution***

How do our members link their accounts so our organization gets credit?

They can simply visit or call any TD Bank and ask to have their accounts linked to your organization's Affinity Membership Program. All we need is the name of the organization...we'll do the rest.

Should my organization meet the 10% member participation but have low deposit balances, do you offer a minimum contribution?

Yes. If your organization has 500 or more member households and meets the 10% member participation, TD Bank will provide you with a minimum contribution of \$500. Organizations with 1,500 or more members that meet the 10% member participation will receive a minimum contribution of \$1,500.

What are "special pricing" accounts that are excluded from our contribution calculations?

Special pricing accounts not eligible for Affinity inclusion are: Business Analysis, TD Wealth Management, Cash Management, Public Funds, IOLTA, Trusts and Escrow accounts.

When will the Affinity contribution be paid out to my organization?

Eligible organizations receive contributions annually on the anniversary date of entering into the program. The contribution will continue every year as long as you actively promote the program.

How will we know what percentage of participation we have achieved?

Upon becoming an Affinity Member, discuss the reporting options with your TD Bank Representative. Monthly, quarterly and annual updates are available.

How can we maximize our contribution potential?

The more you can spread the word, the greater your potential for success. It's important to talk with your members frequently and promote awareness through as many local channels as possible. To help in your efforts, TD Bank can provide ads, flyers, direct mail and media relations support.

Our most successful members utilize many different channels to reach the communities they serve. Those who earn the highest annual contributions promote their Affinity Membership at every event and in every printed communication they produce. Our Media Relations department has been successful in partnering with some members to get newspaper coverage on their fund raising efforts.

We can provide program ads, flyers, direct mail and media relations support. We can also schedule dates when a TD Bank Representative will attend your functions in order to make it easier for your members to participate.

HERE ARE A FEW EXAMPLES OF MATERIALS AND COVERAGE WE CAN HELP YOU WITH.

AFFINITY MEMBERSHIP PROGRAM

IT PAYS TO BELONG!

Help support our fundraising efforts by joining TD Bank's Affinity Membership Program. Your participation earns us an annual donation based upon the number of members enrolled.

Eligible accounts include:

- Checking
- Money Market
- Savings
- CDs
- IRAs

Existing TD Bank Customers are eligible too! Just give them our organizations name and they'll take care of the rest.

To open an account, visit your nearest TD Bank or call 1-888-751-9000.

TD Bank
America's Most Convenient Bank®

Member FDIC

1/4-page Ad

HELP RAISE MONEY

AFFINITY MEMBERSHIP PROGRAM

Open an account at TD Bank and we'll make a contribution to your organization. TD Bank will make an annual contribution based on the average balance in all members' accounts. Checking, Savings, Money Market, CD and IRA accounts are all included in the program.

Contributions are calculated at 12% on checking balances and 14% on savings balances. Members' accounts are not affected in any way by this contribution. Your account balances are used to determine the level of contribution and are kept confidential.

If you are already a TD Bank Customer, visit any TD Bank location and ask to have your balances included as part of your organization's Affinity Membership Program.

Enjoy the Benefits of Banking with **AMERICA'S MOST CONVENIENT BANK®**

OPEN 7 DAYS

Weekday	7:30 - 8
Saturday	7:30 - 6
Sunday	11:00 - 4

- **Checking - First Year FREE**
Then only \$100 minimum balance.
- **TD Bank Credit Cards - Choose Your Rewards**
Points, Cash or Lower Rate.
- **No-Fee Visa® Debit Card**
Use any ATM worldwide...no fees from us!
- **FREE Online Banking & Bill Pay**
Pay bills, transfer funds, real-time account information at TDbank.com.
- **FREE 24-Hour Bank-by-Phone**
1-800-YES-2000
- **FREE Coin Counting**
Our Penny Arcades are fast and easy!
- **FREE Notary Services**
- **TD Bank Visa® Gift Cards**
No purchase fee. Perfect for any occasion!

GET \$25
WHEN YOU OPEN A NEW NON-INTEREST BEARING CHECKING ACCOUNT

TD Bank
America's Most Convenient Bank®

See T&C. ©2014 Bank of America. All rights reserved. Banking services only. Bonus will be given at time of account opening and will be required at eligible location. Offer is limited to one per customer. TD Bank account opened by promotion of TD Bank Gift Card. 12/14

Affinity Flyer

The Nutley Education Foundation is finding alternative ways to foster the growth of funds that are funneled into the scarce school budgets each year. The education foundation, is teaming up with TD Bank in an effort to create more funds for the school district.

"In the days of shrinking budgets and rising cost we are committed to seeking alternative sources of funding," Joseph Zarra superintendent of schools said. Zarra is hoping that residents will support the school district by choosing to bank with TD Bank.

Media Support

ENROLLMENT FORM

Date _____

Not-for-Profit Organization Name _____

Address _____

Contact Name _____

Telephone _____

SSN/TIN _____

Number of Member Households _____

Does this organization currently bank with us? Y / N _____

If no, would the organization consider starting a banking relationship with us? _____

What kind of promotion vehicles are available? (newsletter, direct mail, signage) _____

Store Manager _____

Retail Market Manager Approval _____

Store Name _____

Affinity Code (To be filled out by Retail Sales Support Representative) _____

ATTN: TD Bank Representative

To enroll a new group, complete this form, with the Enrollment Form, and send to Retail Sales Support at 02-201-01-10.

SUMMARY OF TERMS

This AFFINITY MEMBERSHIP SUMMARY OF TERMS (“Summary”) describes the general terms and conditions pursuant to which TD Bank, N.A., (“TD Bank”), provides the *Affinity Membership Program* (the “Program”) to the following not-for-profit organization:

(“Organization,” “You” or “Your”)

TD Bank offers the Program to You as an additional way for You to raise funds. Your members (“Members”) open deposit accounts with TD Bank (Members who already maintain deposit accounts with TD Bank must designate their accounts for inclusion in the Program by telephoning **1-888-751-9000** or by stopping at any local store).

Types of deposit accounts eligible for inclusion in the Program are:

- Checking Accounts
- Savings Accounts
- Money Market Accounts
- Certificates of Deposit
- IRAs

Based on the level of participation by Your Members, You receive an annual cash contribution from TD Bank. The amount of the annual contribution is calculated based upon the average monthly balance maintained in TD Bank deposit accounts by Your Members during the year, as follows:

CHECKING DEPOSITS

0.50 (1/2) of 1% contribution, based upon the average monthly balances of all participants for one (1) year

SAVINGS OR CD DEPOSITS

0.25 (1/4) of 1% contribution, based upon the average monthly balances of all participants for one (1) year

Special pricing accounts not eligible for Affinity inclusion are: Business Analysis, TD Wealth Management, Cash Management, Public Funds, IOLTA, Trusts and Escrow accounts.

TD Bank guarantees annual minimum contributions of:

- \$500 for organizations of 500 or more members with at least 50 members or 10% of membership households participating in the Program; or
- \$1,500 for organizations of 1,500 or more members with at least 150 members or 10% of membership households participating in the Program.

Accounts newly opened by Members and existing accounts designated for inclusion in the Program are governed by all the terms and conditions of the deposit account agreements signed with TD Bank at the time the accounts are opened, as well as applicable state and federal law.

Information regarding accounts included in the Program is kept strictly confidential. TD Bank may amend the terms and conditions of the Program from time to time and will provide notice of such changes to Organization.

TD Bank and Organization have caused this Summary to be executed by their duly authorized representatives as of the last date written below.

Organization Name _____
(please print)

Signature _____

Date _____

TD BANK

Officer's Signature _____

Name _____

Date _____
(please print)

ATTN: TD Bank Representative

To enroll a new group, complete this form, with the Enrollment Form, and send to Retail Sales Support at 02-201-01-10.

MARKETING PLAN

ON-SITE SCHEDULE

Identify the best events/dates for us to meet your members. To make it easier to enroll, we'll come to them on these dates!

_____	at	_____
<i>Date & Time</i>		<i>Location & Event Type</i>
_____	at	_____
_____	at	_____
_____	at	_____

COMMUNICATION COMMITMENT

Identify ways you communicate with your members. Newsletters, bulletins, flyers, intranet and email may all be methods you use. Agree on how and when you will communicate about your Affinity Membership.

_____	_____
<i>Communication Type</i>	<i>Date</i>
_____	_____
_____	_____
_____	_____

We're so confident that you'll be successful, we want to plan ahead on the best time to present the contribution check! *(annual awards ceremony, VIP event, member gathering)*

_____	at	_____
<i>Date & Time</i>		<i>Location</i>

ORGANIZATION

Signature

Name

Title

Date

TD BANK

Signature

Name

Title

Date