My Cause is a special promotion built around one of SunTrust’s core values: giving back to our local communities. This promotion provides a great way for your supporters to help your organization with its fundraising efforts.

In the following pages, you’ll find helpful tools you can use to communicate and encourage your supporters to select your organization as their nonprofit of choice:

**Fact Sheet**
General “who, what, when, where, and why” of the My Cause promotion.

**Key Talking Points**
To help explain the promotion to others, especially donors.

**Get the Most for Your Organization: Eight Ways to Leverage SunTrust’s My Cause Promotion**
Tips on how your organization can get the most out of this promotion.

**Frequently Asked Questions**
Still have questions about the promotion? Find answers here.

**Outreach Letter to Supporters of Your Organization**
Use this letter to encourage your supporters to participate in My Cause.

**Newsletter Content**
Use this newsletter copy – on its own or as a part of your organization’s newsletter – to help communicate My Cause to your supporters.

**How to Get Your Organization Listed**
Find out how to get your organization listed at suntrust.com/mycause.

We encourage you to spread the word about the My Cause promotion to your members, employees, participants, donors, and volunteers and hope you’ll find these tools beneficial to your outreach efforts.

We appreciate your support and enthusiasm for this promotion.
**My Cause Promotion**

**What:** SunTrust’s *My Cause* promotion offers clients who open a new checking account the choice to have SunTrust give $100 to their favorite charitable organization, or to receive a $50 gift card for their own cause. Additionally, through *SunPoints® for Charity*, clients with a SunTrust Visa Signature® or SunTrust Platinum Visa® with SunTrust Rewards® Credit Card,* or SunTrust Visa Check Card enrolled in the SunTrust Rewards program** can donate their SunPoints to charitable organizations throughout the year.

**Who:** The *My Cause* promotion applies to anyone who opens a new SunTrust checking account – personal or business – now through March 29, 2008. *SunPoints for Charity* is available to anyone who has earned SunTrust Rewards and wants to donate them.

**Why:** SunTrust’s involvement in the communities we serve has always been an important part of our relationships. The *My Cause* promotion seeks to continue SunTrust’s commitment and help raise money for charitable causes. SunTrust is empowering clients to contribute to their charity of choice by offering to make a $100 donation in the name of eligible clients.

**When:** To be eligible, clients or U.S.-based businesses need to open a new checking account, accept a new SunTrust Visa Check Card, make any purchase using the new card and submit a completed online redemption form by May 15, 2008 to receive the incentive by June 30, 2008. A household may have a maximum of two donations or gift cards (one personal account and one business account). The $100 donation can be directed to IRS-recognized 501(c)(3) organizations as listed at [suntrust.com/mycause](http://suntrust.com/mycause) (powered by guidestar.org).

**Where:** Stop by any SunTrust branch or visit [suntrust.com/mycause](http://suntrust.com/mycause) to learn more.

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*The SunTrust Credit Card is subject to credit approval and the program is administered by InfiBank, N.A.
*Enroll your Check Card in SunTrust Rewards by visiting suntrust.com/rewards or by calling 1-800-SUNTRUST.

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My Cause Promotion

As an extension of SunTrust’s commitment to community reinvestment, SunTrust offers My Cause, a promotion meant to support fundraising for nonprofit organizations.

Now through March 29, 2008, clients who open a new SunTrust Personal or Business Checking account, accept a new SunTrust Visa® Check Card, make any purchase with the new card, and submit a completed redemption form by May 15, 2008, will be empowered to make a choice: Choose for SunTrust to either donate $100 to their favorite nonprofit organization (it must be a 501(c)(3) organization as recognized by the IRS) or choose to receive a $50 gift card to keep for their own cause.

Additionally, through SunPoints® for Charity, clients with a SunTrust Visa Signature® or SunTrust Platinum Visa with SunTrust Rewards® Credit Card,* or SunTrust Visa Check Card enrolled in the SunTrust Rewards program** can donate their SunPoints to charitable organizations throughout the year in denominations of $25, $50, or $100.

The My Cause promotion along with SunPoints for Charity is a great way for you to show your support and help raise funds. You can donate to any charity as long as it’s an IRS-recognized 501(c)(3) organization. The donation will be made by SunTrust in your name or anonymously, if you wish.

Visit suntrust.com/mycause to complete an online redemption form for the donation.

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Eight Ways to Leverage SunTrust’s My Cause Promotion

1. Make sure your organization is listed at suntrust.com/mycause (powered by guidestar.org). Registration will make it easier for clients to identify your organization as an eligible IRS-recognized 501(c)(3) organization.

   If you would like to register, simply forward a copy of your organization’s Letter of Determination to GuideStar by fax at 757.229.8912 or mail to GuideStar, 4801 Courthouse Street, Suite 220, Williamsburg, VA 23188. The charity will be added to the database within 7-10 days if it meets the requirements listed.

   Churches and other houses of worship, such as synagogues, temples, mosques, etc., and their auxiliary organizations, are not required to obtain a 501(c)(3) determination letter and might not be listed. (Other types of religious organizations may need to apply for a determination letter and should check with a tax adviser). If a house of worship cannot be located on the list, you can encourage it to become listed. Simply have it forward the following items to GuideStar: EIN issuance letter, year founded, and a denominational listing (i.e. Kenedy directory, Lutheran Directory, state letter for churches). Fax this information to 757.229.8912 or mail it to GuideStar, 4801 Courthouse Street, Suite 220, Williamsburg, VA 23188. The house of worship should be sure to include its contact information in case there are questions about the request.

2. Send a letter/email explaining the campaign to your employees, volunteers, members, participants, and donors. A sample letter template can be found in this kit.

3. Include information about the campaign in your organization’s newsletter. Sample newsletter content can be found in this kit.

4. Inform your board members about the campaign.

5. Post the My Cause promotion fact sheet in your service center areas so recipients of your services, volunteers and advocates can learn more about the promotion. An easy-to-share fact sheet can be found in this kit.

6. Distribute the My Cause promotion fact sheet at special events or meetings.

7. Add the suntrust.com/mycause link to your organization’s Web site so users can easily access information on the My Cause promotion.

8. Spread the word about SunPoints® for Charity. Supporters with a SunTrust Visa Signature® or SunTrust Platinum Visa® with SunTrust Rewards® Credit Card*, or SunTrust Visa Check Card enrolled in the SunTrust Rewards program** can donate their SunPoints to charitable organizations throughout the year in denominations of $25, $50, or $100.

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**Enroll your Check Card in SunTrust Rewards by visiting suntrust.com/rewards or by calling 1-800-SUNTRUST.

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vri-71020-07
My Cause Promotion

1. What organizations are eligible for the donation?
   Any recognized 501(c)(3) organization designated by the IRS is eligible to receive the donation.

2. How can we find out if our charity is listed at suntrust.com/mycause?
   Go to suntrust.com/mycause (powered by guidestar.org). Click on the “Check For Your Charity” button and search by keyword, or enter your organization’s name or tax identification number (TIN).

3. If our organization is not included, how can it be added to the list?
   If your nonprofit is a recognized 501(c)(3) organization as designated by the IRS, you can simply forward a copy of your organization’s Letter of Determination to GuideStar by fax at 757.229.8912 or mail to GuideStar, 4801 Courthouse Street, Suite 220, Williamsburg, VA 23188. The charity will be added to the database within 7-10 days if it meets the requirements listed.

   Churches and other houses of worship, such as synagogues, temples, mosques, etc., and their auxiliary organizations, are not required to obtain a 501(c)(3) determination letter and might not be listed. (Other types of religious organizations may need to apply for a determination letter and should check with a tax adviser). If a house of worship cannot be located on the list, you can encourage it to become listed. Simply have it forward the following items to GuideStar: EIN issuance letter, year founded, and a denominational listing (i.e. Kenedy directory, Lutheran Directory, state letter for churches). Fax this information to 757.229.8912 or mail it to GuideStar, 4801 Courthouse Street, Suite 220, Williamsburg, VA 23188. The house of worship should be sure to include its contact information in case there are questions about the request.

4. How will our organization receive donations?
   Donations as part of the My Cause promotion will be made by SunTrust in the name of the primary account holder and will be mailed to your charity. Donations will be mailed by June 30, 2008.

5. Will donations be tax-deductible?
   Donations will be made by SunTrust on the contributor’s behalf. Those who donate will need to consult their tax advisor to determine whether the donation will be tax-deductible. SunTrust will not receive a tax deduction for donations.

6. Will SunTrust endorse any specific nonprofit organizations?
   SunTrust does not endorse specific nonprofit organizations. Giving back to the community is a fundamental value at SunTrust. Through the My Cause promotion, SunTrust seeks to provide clients with an opportunity to support their cause of choice through contributions to any eligible 501(c)(3) organization as identified by the IRS.
Date

Name
Address 1
Address 2
City, State, ZIP

Dear Supporter Name

It’s the start of a new year, and thanks to SunTrust’s commitment to the communities they serve, they are extending their My Cause promotion. The promotion gives individuals a unique opportunity to reinvest in their communities and support their charities of choice. With the help of My Cause, our organization can raise funds through your donations and kick off our 2008 fundraising efforts.

If you haven’t had a chance to take advantage of the My Cause program, you have time. Now through March 29, 2008, you can choose to have SunTrust give $100 to the nonprofit organization of your choice, or receive $50 when you open a new SunTrust Personal or Business Checking account during the promotion period, accept a new SunTrust Visa® Check Card, make any purchase with the new card, and submit a completed online redemption form by May 15, 2008. Plus, there’s an exciting program element that complements the My Cause promotion - SunPoints® for CharitySM - which can also help us raise money throughout the year.

If you currently bank with SunTrust and have a SunTrust Visa Signature® or SunTrust Platinum Visa with SunTrust Rewards Credit Card,* or SunTrust Visa Check Card enrolled in the SunTrust Rewards program**, you can donate your SunPoints (SunTrust’s reward points system) to your charity of choice! Donations can be made in $25, $50, or $100 denominations. The more purchases you make using these applicable cards the more points you can turn into charitable gifts. The best part of this element is SunTrust has decided to make SunPoints for Charity a permanent component of its SunTrust Rewards program – so you can continue to donate your SunPoints even after the My Cause promotion has ended.

If you plan to participate in the My Cause promotion and open a new checking account by March 29, we encourage you to donate your $100 to our organization. And once you receive your applicable card, or if you already have one, turn your SunTrust Rewards into donations as well.

We hope that you will spread the word about the My Cause promotion and the SunPoints for Charity program to your friends, family, and personal and business contacts. The more awareness we can generate among our supporters, the greater the opportunity for us to increase our fundraising easily and effortlessly.

For more information about My Cause and how to get involved, please visit www.suntrust.com/mycause.

Sincerely,

Organization Representative

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My Cause Promotion

SunTrust Bank is extending its My Cause promotion to help organizations like ours continue to raise funds through donations. The promotion gives individuals a unique opportunity to reinvest in their communities and support their charities of choice.

If you haven’t had a chance to participate in the promotion, you still have time. Now through March 29, 2008, you have the option to either have SunTrust give $100 to the nonprofit organization of your choice, or receive $50 when you open a new SunTrust Personal or Business Checking account during the promotion period, accept a new SunTrust Visa® Check Card, make any purchase with the new card, and submit a completed online redemption form by May 15, 2008. Also, there’s another exciting program element that has been added to the promotion, SunPoints® for Charity, which can help us with ongoing fundraising efforts.

Those who currently bank with SunTrust and have a SunTrust Visa Signature® or SunTrust Platinum Visa with SunTrust Rewards® Credit Card,* or SunTrust Visa Check Card enrolled in the SunTrust Rewards® program** can donate their SunPoints (SunTrust’s reward points system) to their charity of choice! Donations can be made in $25, $50, or $100 denominations. The more purchases you make using these applicable cards, the more points you can turn into charitable gifts throughout the year.

If you plan to take advantage of the My Cause promotion and open a new checking account by March 29, we encourage you to consider donating your $100 to our organization. And once you receive your applicable card, or if you already have one, turn your SunTrust Rewards into donations as well.

We hope that you will continue to spread the word about the My Cause promotion and the ongoing SunPoints for Charity program to your friends, family, and personal and business contacts. The more awareness we can generate among our supporters, the greater the opportunity to increase our fundraising easily and effortlessly.

We are thankful that you would consider us as your cause and appreciate your continued support.

For more information about My Cause and how to get involved, please visit suntrust.com/mycause.

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My Cause Promotion

Instructions on how to get listed:

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