



What is eCheers and how does it work?

The eCheers employee recognition program is part of the Bravo! Reward & Recognition solution, a tool for any Bank employee to send a “thanks” or “congratulations” certificate to any Bank individual or team.

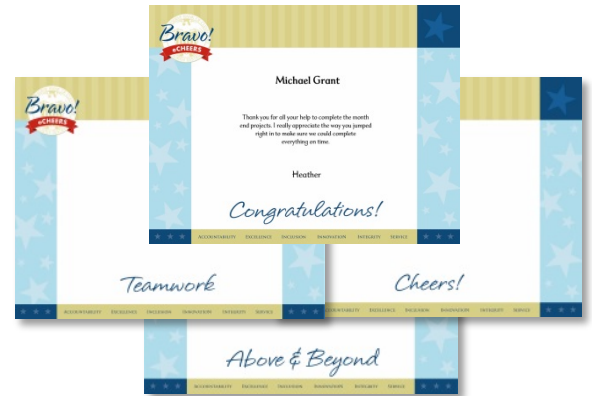
eCheers gives employees the option to send different certificate backgrounds that they personalize with the recipient employee’s name, a message and their name.

The personalized eCheers certificate will be emailed to the recipient(s) within minutes of the recognition order being placed. And because these are non-monetary certificates, they can be sent as often as needed!

There are seven certificate backgrounds that have the same look, but with different messaging at the bottom of the email to better customized each eCheers:

- Above & Beyond
- Cheers!
- Congratulations!
- Job Well Done!
- Team Work
- Thank you!
- (Blank)

eCheers to you!



Program Benefits

- **EASY** – Order personalized eCheers certificates in minutes
- **QUICK** – eCheers are sent within 90 minutes after your order has been placed
- **MEANINGFUL** – Recognition lets employees know their actions make a difference – whether large or small
- **CHOICE** – A choice of 7 award background options are available to meet a variety of recognition needs.

Why are we using this program?

To provide Federal Reserve Bank of Cleveland employees:

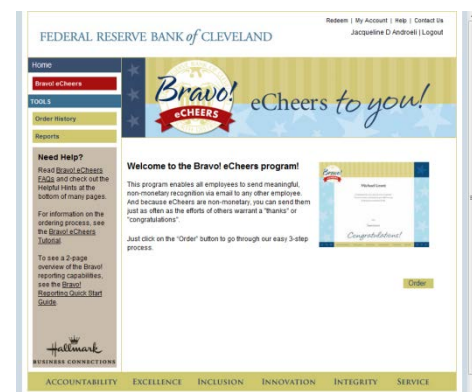
- with a quick and easy way to recognize helpful and positive day-to-day employee behavior
- with a meaningful way to let co-workers know you appreciate what they do to help you or the Bank
- to align all our employees’ positive efforts and actions to our Bank values

How do I get started?

Go to the 4site homepage and you will see the Bravo! link under quick links, or go to:

www.HallmarkBusiness.com/FRBCBravoOrder. (Just bookmark this web address for easy access to the site!)

You’ll go through an easy, step-by-step process to create a certificate personalized with your message of appreciation.



**Bravo! eCheers
Recognition Program**

Questions?

Please contact your Bravo! customer service team at 800-675-4438, Monday – Friday, 8:00 am - 5:00 pm CST or VIP.Customer@hallmarkbusinessconnections.com