

# FREE TAX PREP DAYS

04.02 & 06.2018



In an effort to increase traffic in our branches, marketing and community relations are doubling down in 2018 on our efforts to offer branch events that are open to both our members and the local community.

First Florida partnered with United Way in both Tallahassee and Jacksonville to hold free, individual tax prep appointments in our branches.

## RealSense

Jacksonville hosted the RealSense team at our Roosevelt and Southpoint branches during the first week of April.

Prior to the events, we marketed through in-branch flyers and posters, as well as email blasts. Our branch staff worked to schedule appointments in advance, with both branches filling their available spots.

United Way's RealSense team did a great job working with our members. In Jacksonville, over two days, their team completed 20 tax returns and even had some members dancing out the door with the good news of a large return.

