



## Park Side Partner Program

2020

### I. Summary and Background

Park Side Credit Union has developed an annual program that provides local nonprofit organizations with increased awareness and exposure in addition to direct financial support. The campaign assists in funding service projects and community initiatives. Park Side employees are encouraged to use up to 24 hours of paid community involvement to assist in partner projects throughout the year. While the credit union supports many general causes and groups, each year we choose a limited number of official Park Side Partners.

### II. Proposal Guidelines

A formal request for partnership should be sent by the nonprofit organization's Executive Director and/or Board President and should contain information pertinent to the points listed in this outline. Please submit an email with any appropriate attachments addressing the bullet points in section VII to [marketing@parksidfcu.com](mailto:marketing@parksidfcu.com) by 5pm on Friday, December 6<sup>th</sup>, 2019.

### III. Project Purpose and Description

The Park Side Partner Program facilitates a cooperative collaboration on a local level between the credit union, as a not-for-profit financial institution, and other nonprofit service organizations in the Flathead Valley and Missoula. Establishing a business relationship with focused efforts to cross-promote and engage each other will allow both entities to receive the respective benefits of the partnership.

#### IV. Project Scope

Park Side Credit Union commits to participation in fundraising events that have been scheduled and coordinated by the Partner's staff and directors and approved by Park Side Credit Union. The Partner will offer a visible connection to Park Side in media outlets and in all community activities while involved in this program. Fundraising efforts of the participant will be supported and advertised by the credit union and often paired with staff volunteer groups. In the interest of a true partnership, both Park Side Credit Union and the nonprofit organization will assume a number of deliverables.

Park Side Credit Union will provide each Partner with the following:

- Online and social media presence
  - Corporate website [www.parksidefcu.com](http://www.parksidefcu.com)
  - Facebook posts and engagement (Over 2,700 followers)
  - Instagram photo shares
  - Twitter - @ParkSide\_CU (Over 1,400 followers)
- Advertising
  - Joint radio spots on major local broadcasting station groups
  - In-branch lobby marketing (material display, coupons, information table, etc.)
  - News media coverage (as available)
- Donation
  - The nonprofit will receive a \$5,000 unrestricted grant, paid in 2020
- Involvement
  - Staff volunteers at a key fundraising event or awareness campaign

Each Partner is expected to provide Park Side Credit Union with the following:

- Online presence
  - Organization's main website (link to [www.parksidefcu.com](http://www.parksidefcu.com))
  - Shared content on all established social media platforms
- Inclusion in e-mail or newsletter publications for joint communication efforts and support
- Attendance at one Park Side staff meeting to further the relationship and to present and explain the organization's mission/vision
- Established membership and an account at Park Side Credit Union (if unreasonable, please explain)

## V. Request for Proposal and Project Timeline

All interested parties should respond by email ([marketing@parksidefcu.com](mailto:marketing@parksidefcu.com)) no later than 5pm on Friday, December 6<sup>th</sup>, 2019. Evaluation will take place beginning the following Monday and conclude by December 20<sup>th</sup> – during this time, Park Side Credit Union will schedule presentation meetings at which the nonprofit representatives will share their vision with a staff interview/selection committee. The official partnership program will start in January and run through December 31, 2020.

## VI. Program Qualifications

Partners must confirm and verify that the organization is a legitimate 501(c)(3) that provides benefits and services locally in the Flathead Valley or Missoula and also has established fundraising efforts in place.

## VII. Evaluation and Selection Criteria

The nonprofit organization representative(s) will be asked to present to a Park Side Credit Union selection committee and cover the following:

- History & mission
- Staff & board
- Local services/programs
- Current fundraising efforts
- Proposed support of Park Side Credit Union - be unique and innovative!
- Any other information relevant to partnership

[marketing@parksidefcu.com](mailto:marketing@parksidefcu.com)

Park Side Credit Union

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