



Park Side Partner Program

2015

I. Summary and Background

Park Side Credit Union has developed an annual program that serves to provide local non-profit organizations with increased awareness and exposure in addition to direct financial support. Originally, the campaign passed loan finance charges seamlessly to non-profits in order to fund service projects and invest in the communities where the bulk of our membership resides. Here in 2015 the program has evolved into something called Park Side Partners.

II. Proposal Guidelines

A formal request for partnership should be prepared by the non-profit organization's Executive Director and/or Board President and must contain a brief statement of interest and a written commitment to the limited requirements listed in this outline. Please submit an e-mail to marketing@parksidfcu.com by 5pm on Friday, February 27th.

III. Project Purpose and Description

The Park Side Partner program facilitates a cooperative environment on a local level between the credit union as a not-for-profit financial institution and other non-profit 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 in their media outlets and in all their 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 non-profit organization will assume a number of deliverables.

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

- Online presence
 - Corporate website www.parksidefcu.com
 - Facebook posts
 - Twitter - @ParkSide_CU
- Advertising
 - Radio spot(s) on Bee Broadcasting and/or Cherry Creek stations
 - In-branch lobby marketing (material display, coupons, information table, etc.)
 - Media coverage (if applicable)
- Donation
 - The non-profit will receive up to \$5,000 paid in 2015
- Involvement
 - Staff volunteers at a major existing 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)
 - Shared content on all established social media platforms
- Access to any e-mail database or newsletter list for joint communication efforts
- Attendance at one staff meeting and/or board meeting to further the relationship and to explain and present the organization's mission/vision
- Credit union membership and an active account for the non-profit organization at Park Side Credit Union (*if not reasonable, please explain)

V. Request for Proposal and Project Timeline

All interested parties should respond by e-mail (marketing@parksidefcu.com) no later than 5pm on Friday, February 27th. Evaluation will take place beginning the following Monday and conclude by March 31st – during this time, Park Side Credit Union will schedule presentation meetings at which the non-profit representatives will share their vision with an interview/selection committee. The official partnership program will start immediately and run through December 31, 2015.

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 non-profit 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!
- Other information relevant to partnership

marketing@parksidefcu.com

Park Side Credit Union

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