

Park Side Partner Program

2021

**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 can assist in funding service projects and community initiatives but focuses on creating a year-long relationship that offers exclusive opportunities and unique avenues for cross-promotion. While the credit union supports many general causes and groups, each year we choose just 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@parksidefcu.com](mailto:marketing@parksidefcu.com) by 5pm on Friday, December 4th, 2020.

**III. Program 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 key nonprofit service organizations in the Flathead Valley and Missoula. The ability to focus on the partnership creates a supportive atmosphere for nonprofit program advancement and elevated community recognition.

**IV. Project Scope**

Park Side Credit Union commits to participation in objectives that have been scheduled and coordinated by the Partner’s staff and directors and approved by the 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.

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 (2,700 Likes) & Instagram (400 followers)
* Advertising
  + Joint radio ads on major local broadcasting station groups
  + In-branch lobby marketing (brochures & marketing collateral, graphic displays, deals/coupons/raffles, information table, etc.)\*
  + News media coverage (as available)
* Donation
  + The nonprofit will receive a **$5,000** unrestricted grant, paid in 2021 to be used in the same calendar year (Examples: program development, scholarships, outreach efforts, community events, co-branded projects, etc.). The use of this donation can vary widely.
* 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)
  + 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)
* Final Grant Report detailing specific accomplishments enabled by this partnership

**V. Request for Proposal and Project Timeline**

All interested parties should respond by email to [marketing@parksidefcu.com](mailto:marketing@parksidefcu.com) no later than 5pm on Friday, December 4th, 2020. Evaluation will take place beginning the following Monday and conclude within a week and Park Side Credit Union will schedule presentation meetings with all finalists at which the nonprofit representatives will share their vision for the current year before a staff interview/selection committee. The official partnership program will start in January and run through December 31, 2021.

**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 and/or Missoula and also has established fundraising efforts in place.

**VII. Evaluation and Selection Criteria**

The nonprofit organization representative(s) may be asked to present to a Park Side Credit Union selection committee in person 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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