Park Side Partner Program

2027

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 and focuses on creating a year-long relationship that offers exclusive opportunities for the nonprofit and unique avenues for cross-promotion. While the credit union supports many charitable causes and civic groups each year, there is a limited number of official Park Side Partners.

II. Proposal Guidelines

A formal request for partnership and completion of this application 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 fill out the online application or submit an email with any appropriate attachments addressing the bullet points in section VII to marketing@parksidefcu.com by 5pm on Friday, December 11th 2026.

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, Missoula, and Lincoln County. Park Side's intentional focus on this partnership creates a supportive atmosphere for nonprofit program advancement and elevated community recognition and awareness.

IV. Project Scope

Park Side Credit Union will participate in major fundraising events with employee volunteer groups and offer promotional support and advertisement. The Partner will offer a visible connection to Park Side in media outlets and in all community activities while involved in this program.

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

- Online and Social Media
  - Corporate website www.parksidefcu.com/community/#partner
  - Facebook (3,600+ followers) & Instagram (1,300+ 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 (print and television as available)
- Donation
  - The nonprofit will receive a **$5,000.00** unrestricted donation, paid in 2027 and 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.
- Volunteer Support
  - Staff involvement at key fundraising events and awareness campaigns

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

- Online presence on organization's main website (link to www.parksidefcu.com) and shared content on all established social media platforms
- Inclusion in regular e-mail and/or newsletter publications
- Attendance at one Park Side staff meeting (Feb), a Partner reception party (March), quarterly Partner meetings, any public appearances or check presentations, and any events aimed at building organizational relationships
- Established membership with a deposit account at Park Side Credit Union (if unreasonable, please explain)
- Sponsor benefits throughout the year recognized at the $5,000 level
- Final grant report detailing specific accomplishments enabled by this partnership

V. Request for Proposal and Project Timeline

All interested parties should fill out the online application and respond by email to marketing@parksidefcu.com no later than 5pm on Friday, December 11th, 2026. Evaluations will take place the following week and Park Side Credit Union will schedule presentation interviews with all finalists in early January at which the nonprofit representatives will share their vision for the upcoming year before a staff selection committee. The official partnership program will start in January and run through December 2027.

VI. Program Qualifications

Partners must confirm and verify that the organization is a legitimate 501(c)(3) that provides benefits and services locally in western Montana and has existing fundraising efforts in place. If selected for the program year, nonprofit organizations may reapply and are eligible to be a Park Side Partner again after a three-year wait period.

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
- Financial statements and current fundraising efforts
- Volunteer opportunities
- Proposed support of Park Side Credit Union - be unique and innovative!
- Any other information relevant to partnership

marketing@parksidefcu.com

Park Side Credit Union

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