



Park Side Partner Program

2025

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 but 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 are 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 by 5pm on Friday, December 13th, 2024.

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. Park Side's intentional focus on this partnership creates a supportive atmosphere for nonprofit program advancement and elevated community recognition with greater awareness.

IV. Project Scope

Park Side Credit Union commits to participating 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 Partner 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
 - Corporate website www.parksidefcu.com/community/#partner
 - Facebook (3,400+ followers) & Instagram (1,000+ 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 grant, paid in 2025 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
 - 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 with a deposit 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@parksidfcu.com no later than 5pm on Friday, December 13th, 2024. Evaluation will take place beginning the following Monday and conclude within a week and Park Side Credit Union will schedule presentation interviews with all finalists 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 31, 2025.

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 has established fundraising efforts in place. Nonprofit organizations may reapply and are eligible to be a 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@parksidfcu.com

Park Side Credit Union

1300 Baker Ave

Whitefish, MT 59937

406-862-2652