



## Community Contribution Request Form

Leaders Credit Union is dedicated to the betterment of our community. We believe that by helping our community succeed, we are aiding in the success of our members and potential members. Leaders Credit Union has resolved to focus our community support efforts on youth, education, and healthcare in the Jackson/Madison County metro area.

Please fill out the following form in its entirety and return with any supporting documents. Please fax or mail back to Tracey Sykes, VP of Marketing, at Leaders Credit Union, at 731-664-3189 or 214 Oil Well Rd. Jackson TN 38305.

Organization \_\_\_\_\_ Contact Person \_\_\_\_\_

Telephone Number \_\_\_\_\_ Email Address \_\_\_\_\_

Address of Organization \_\_\_\_\_

\*Please use a separate sheet of paper if necessary.

- 1.) What is the purpose of your organization?
  
- 2.) What type of donation is being requested? (monetary, time, promotional items) If monetary, please specify the amount of funds requested.
  
- 3.) How will the contribution be used?
  
- 4.) What are the demographics of your target market? (age, socio-economic status, where do they live, etc)
  
- 5.) How will the project be publicized, and how will Leaders Credit Union be included?
  
- 6.) Excluding media, what other ways will Leaders Credit Union be recognized?
  
- 7.) What other supporters are participating in this event?
  
- 8.) Is your organization willing to allow Leaders Credit Union to send a direct mail piece to your membership and employees/volunteers announcing our contribution? If so, how many members and employees/volunteers do you have?
  
- 9.) What is the deadline?



## Community Contribution Guidelines

At Leaders Credit Union, we believe in giving back to the community. Jackson has been our home for 50 years, and we are dedicated to strengthening the community that supports us. As a local, not-for-profit institution, Leaders Credit Union understands the importance of community support. We believe together, we can make a difference.

The following criteria have been developed to focus our efforts and maximize impact.

These guidelines may not cover every possibility, and Leaders Credit Union reserves the right to make exceptions based on the purpose of the donation and community impact.

### Eligibility:

- Must be a local civic, charitable, or academic not-for-profit organization/event
- SEGS may be considered

### Guidelines:

- Leaders Credit Union may choose to contribute time, money, or property
- Community Contribution Request Form must be submitted in writing
- Must significantly benefit the Jackson/Madison County community we serve
- Must benefit Leaders Credit Union through community goodwill, positive publicity, and when possible, access to a group's membership list or roster for member prospecting

Leaders Credit Union will not consider the following requests:

- For-Profit agencies/organizations
- Individuals
  - Rare exceptions may include: personal or family disaster, or "once-in-a-lifetime" educational trip
  - Examples not considered: Beauty pageants sponsored by private, for-profit organizations, sports teams
- Religious or Church organizations (because membership has spiritual diversity)
  - Rare exceptions may include: specific humanitarian or charitable missions