

NEWMOA & PSI Reciprocal Agreement

NEWMOA and PSI agree to do the following for from September 19, 2017 through September 18, 2020:

- Share each other's name or logo on each other's websites in a manner denoting that we are "partners" (whatever branded nomenclature that each organization uses to express this spirit of partnership is fine).
- Grant each other's staff members *discounted* registration for each other's webinars, meetings, etc. (NEWMOA will be entitled to the discounted rate of a Standard Partner; PSI will be entitled to whatever discounted rate NEWMOA provides.)
- Alert each other to, and jointly pursue (when appropriate), shared funding opportunities, including public and private grants.
- Maintain "an open-door policy" whereby each organization can freely call on the other one for advice, general knowledge, insight, etc.
- "Like" or "Follow" each other on Facebook, Twitter, LinkedIn, YouTube, etc. (as applicable, and depending on what social media outlets each organization uses), and cross-share each other's postings;
- Add each other's *staff* to each organization's general distribution mailing list(s) to receive each other's publicly disseminated mailings (e.g., NEWMOA staff will receive PSI's monthly "PS Updates" mailing, "PSI News Alerts," webinar/event invitations, and other online announcements, and PSI staff will receive NEWMOA's bulletins, webinar/event invitations, and other online announcements); and
- Upon PSI's request to NEWMOA, or NEWMOA's request to PSI, help get the word out about the other organization's event/initiative by: forwarding each other's e-blasts or mentioning such events/initiatives in the organizations' respective mailings; posting to social media; mentioning to reporters during media interviews; etc.

A note regarding mailings to NEWMOA members and PSI members/partners: If PSI or NEWMOA feels that one of its announcements is particularly important or relevant for the other organization's membership/partnership base, it will make a specific request that the other organization distribute the announcement. The other organization may do this in any number of ways – e.g., forwarding an entire email, including a recap in the organization's regular mailing, mentioning on social media, sending on a list serve, etc. It doesn't have to be a one-size-fits-all approach, and it doesn't have to be every time, and for every mailing—just where it makes sense for both organizations.

Approved by NEWMOA on March 27, 2018