

**Reciprocal Agreement Between NEWMOA & PSI**  
**September 30, 2014 – September 30, 2017**

NEWMOA and PSI agree to do the following for a period of three consecutive years, effective immediately:

- 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 does not have to be a one-size-fits-all approach, and it does not have to be every time, and for every mailing—just where it makes sense for both organizations.

Approved on September 22, 2014